

# **The Pretentious Idea**

*A Review Of Arizona Journalism  
Spring 1986, Vol. 14*

*Featuring In This Issue:*

- Groups Own Most Arizona Newspapers
- Bolles Killing — A Look 10 Years Later
- Stock Struggle At Pulitzer Publishing Co.
- PI 1984 Caused Faculty Dissension
- Smoking Ads And The First Amendment

## ***The Pretentious Idea*** **Spring 1986**

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# **A Practical Idea**

The Arizona press has done nothing to establish a permanent journalistic observer. University of Arizona students try to fill that void to offer professional insight into an elusive field — one that rarely focuses on itself.

The ability of students to analyze journalism and the credibility of *The Pretentious Idea* was questioned in 1984 because of significant errors in that year's issue. The UA department of journalism subsequently withheld distribution of that issue and opted to cancel the class the next year. (see story page 32.)

After two years, *The Pretentious Idea* returns.

No doubt the magazine's return will cause its former critics to rise up and again claim inability and lack of perspective on the part of students. But are these same reviewers taking responsible steps to see a permanent publication, staffed by professionals, introduced to the state? Unfortunately, no.

Arizona's journalists would benefit greatly from a monthly or quarterly critical review. Unethical practices, potential censorship, professional trends and innovative ideas are all topics such a review could tackle soon after events occur.

However, this concept represents utopian ideals. It's unlikely that such a project could be undertaken because of media reluctance to offer either financial or professional support for it.

In one respect, this apathy leads to a positive outgrowth — *The Pretentious Idea*.

What better way for students to learn the complexities of their chosen career than by taking an in-depth analysis into how the newspaper and communications fields operate and survive?

In a sense, all journalists are students, using constructive criticism that normally may be ignored to learn and understand the problems facing Arizona journalism.

# Arizona

## Chain control

The control of most of Arizona's daily and weekly newspapers is firmly in the hands of groups and chains, a status that displaces the power of independent publishers. Page 4.

## National newspapers

Arizona's newspapers are being joined on the market by an increase in nationally distributed newspapers. The new competition is cited as a complement to the hometown publications, not a hindrance. Page 8.

## Minority publications

Phoenix's black and Hispanic populations have publications that cater to their special interests, whereas Tucson has had problems sustaining interest for minority-focused newspapers. Page 10.

## Earthquake coverage

Newspaper and television journalists rushed to Mexico City after last September's devastating earthquake. Cooperation and competition among them played a factor in the media's coverage of the disaster. Page 13.

## Challenger coverage

Far from the scene of the Challenger explosion, Arizona newspapers responded with extras and revised editions; the first print coverage hit the street less than three hours later. Page 14.

# Students

## Behind the scenes of PI 1984

When the UA department of journalism opted to withhold distributing the 1984 issue of *The Pretentious Idea* and cancelled its publication the next year, dissension among faculty members was high. Page 32.

## Student newspapers

University students have an opportunity to mix academics and journalism through student newspapers. However, this experience can lead to "real world" obstacles. Page 34.

## Employer preferences

It's not what degree an applicant has or the school that person went to that gets newspaper jobs. It's journalistic experience, ability and attitude that shape the opinions of employers. Page 35.

# Tucson

## Pulitzer stock fight

Pulitzer Publishing Co., owner of *The Arizona Daily Star*, is locked into a struggle for ownership and control. The *Star* has given the developing story minor coverage based on wire reports. Page 26.

## Olson aftermath

Editorial scrutiny placed on the March, 1985 *Star* story that wrongly accused University of Arizona basketball Coach Lute Olson of a conflict of interest was seriously flawed. Page 28.

## Media versus UMC public information

University Medical Center's public information office has drawn a series of complaints from the media charging the office's director with obstructing their quest for information. Page 30.

# Phoenix

## Bolles retrospective

Ten years after the death of reporter Don Bolles one Arizona newspaper presses still-unanswered questions. Other publications are cool to the idea that they jointly investigate. Page 15.

## FOI hotline has conflicts

Reporters hit an unexpected Freedom of Information snag: the Phoenix law firm that advises journalists in difficult cases occasionally declines, pleading "conflict of interest." Page 19.

## Pulliam's newspapers in transition

After the fall of Duke Tully, the control of *The Arizona Republic* and *The Phoenix Gazette* was split between two executives. Will the newspapers' conservative image be changed under the new management? Page 20.

## Political opinions

Part of the Senate race between Richard Kimball and Rep. John S. McCain III is being fought on the pages of the Phoenix newspapers. Kimball claims the *Republic* and *Gazette* unfairly criticize his campaign. Page 23.

## Drug-testing programs

The *Republic* and *Gazette* have instituted an employee drug-testing program to help reduce the number of industrial accidents at the newspapers, including three drug-related deaths in the past three years. Page 24.

# Ethics

## Tobacco advertisements

Recent calls from national health organizations to ban tobacco advertising from newspapers has some editors and advertising executives concerned about possible First Amendment restrictions. Page 36.

## Gifts and tokens

Arizona's newspapers have varying policies concerning what "freebies" their employees can accept and which ones are completely forbidden. Page 38.

Four dailies remain unchained

## Endangered species

*State independents vanish  
as chain growth continues*

By Michael J. Rule

**T**his year marks an anniversary in Arizona journalism that is unlikely to be celebrated, but is nonetheless an important one for the state.

Forty years ago, on Oct. 18, 1946, the late Eugene C. Pulliam purchased *The Arizona Republic* and *The Phoenix Gazette*, and ushered in an era of newspaper empire-building that continues today.

Pulliam's purchase was the first of a parade of acquisitions that transformed the state newspaper market from one of independent and largely owner-operated publications to one that is now overwhelmingly dominated by groups.

Only recently has the feverish pace of buyouts and startups that marked the last 10 years begun to ebb — pulled down, group owners say, by a lack of available properties and by marketplace complexities facing newcomers.

Fourteen of the Arizona Newspapers Association's 20 member dailies were in business when Pulliam came to Phoenix. All of them were independent. Today, just four have no ownership ties with other newspapers.

The four are *The Record Reporter*, a Phoenix legal and commercial newspaper with a circulation of 345; Tucson's *The Daily Territorial*, with a circulation of 2,616; Window Rock's *Navajo Times Today*, which circulates 4,687 copies; and the *Scottsdale Progress*, with a 20,042 circulation. Together, they account for 3.6 percent of the state's daily circulation.

The balance of the dailies, producing some three-quarters of a million copies a

day, are group-owned.

*Editor & Publisher* reported on April 28, 1984, that groups owned 69 percent of the 1,699 U.S. dailies, and accounted for 79 percent of the total U.S. daily circulation of 62,611,741.

In Arizona, in 1986, groups own 80 percent of the ANA-member dailies, and account for 96.4 percent of the total daily circulation.

Ten of the dailies are owned by national groups and account for 91.2 percent of the total daily circulation. Arizona-based groups, owning six dailies, circulate 5.2 percent of the daily total.

*E & P* defined a "group" as the ownership of more than one daily in separate markets by one company. Since weeklies outnumber dailies by more than 2 to 1 and are the sole newspaper for many Arizona communities, that definition is expanded here to include weeklies.

Weekly ownership and circulation

figures are only slightly more favorable to the independents. Of the 49 ANA-member weeklies, 13 are independent, and account for 9.3 percent of the total weekly circulation. Group newspapers, including ANA members and seven non-member Independent Newspapers Inc. holdings, account for the remaining 90.7 percent.

The 14 weeklies owned by national groups account for 44.3 percent of the total weekly circulation. Some weeklies publish twice a week; their circulation figures have been doubled in calculating "total weekly" figures.

The *New Times* (Phoenix), by far the largest weekly in the state with a 120,000 circulation, became a group in 1983 when it bought *Westword*, an 80,000-circulation free weekly in Denver. Had the *New Times* been counted as an independent, it would have raised the independents' share of total weekly circulation to 29.9 percent.

The *Sun Cities Independent*, an INI property, is the second-largest weekly at 36,000 circulation, followed by its INI stablemate the *Apache Junction Independent*, at 15,000.

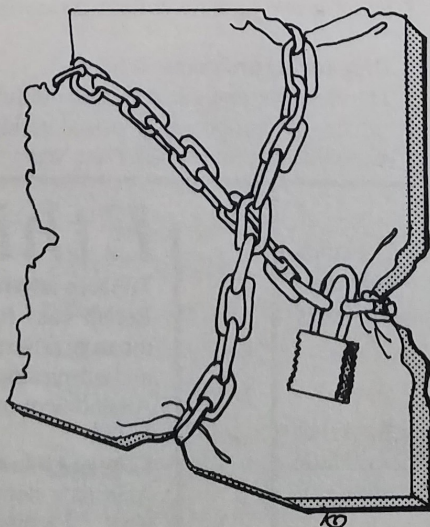
Globe's *Arizona Silver Belt*, ranked eighth at 7,402, is the largest ANA-member independent weekly in the state. Established in 1878, it is also Arizona's oldest weekly.

Nine family-owned and -operated weeklies, though counted as group newspapers here, are, as elements of two- and three-member groups, only marginally so. The owners, all state residents, are actively involved in the production of their properties.

The "mom and pop" groups are:

- W. Paul and June H. Barger's two weeklies, *The Winslow Mail* and the *Holbrook Tribune-News and Snowflake Herald*, which total 6,632 circulation.

- William V. and Darlene M. Toops' Pueblo Publishers has two weeklies, *The Glendale Star* and the *Peoria Times*, with a combined circulation of 10,106. Plans are in the works to boost the *Star* from



two to three editions a week, William Toops said. A third Toops weekly, *The Maryvale Star*, merged in February with *The Glendale Star*.

•Robert S. Larson's two weeklies, *The Journal* (Camp Verde) and the *Red Rock News* (Sedona), account for a total circulation of 8,358.

•The *Copper Basin News* (Kearny), the *San Manuel Miner* and the *Superior Sun*, are all owned by James W. and Gayle S. Carnes. Together, they circulate 6,280 copies a week.

All circulation figures are based on 1986 ANA data; ownership of papers and dates of acquisition were verified by owners or their representatives.

A clear pattern of steadily increasing group domination of the Arizona market emerges when ownership changes are broken down into decades.

#### 1946-1955

Other than Pulliam's R & G purchase, there was no group activity. But he was soon to have plenty of company.

#### 1956-1965

Long-time Arizonan Donald N. Soldwedel began his Western Newspapers group with his purchase of *The Courier* (Prescott). The Scripps League of Newspapers first appeared in ANA records as part-owner of *The Arizona Daily Sun* (Flagstaff).

Donovan M. Kramer Sr. relocated from Illinois and bought the flagship of his Casa Grande Valley Newspapers, the *Casa Grande Dispatch*. Robert S. Larson began the *Red Rock News*.

#### 1966-1975

The market started to heat up. Kramer added four newspapers, and Soldwedel picked up three. Milton I. Wick, a 1961 Ohio transplant, bought out two, and the Bangers bought the two they still own and operate.

Delaware-based INI bought two newspapers, and, in 1971, the Pulitzer Publishing Co. bought *The Arizona Daily Star* (Tucson).

#### 1976-1985

The trend reached vigorous maturity. Atlanta-based Cox Enterprises bought two, the *Yuma Daily Sun* and *The Foothills News* (Yuma) from co-owners Soldwedel and Donrey Media; a subsidiary, Cox Arizona Publications, picked up three more. Ottawa

Newspapers, a Dow Jones & Co. subsidiary, bought one, and the Gannett Co. acquired the *Tucson Citizen*.

Wick added seven properties. Soldwedel bought five and started four, including two outside Arizona. Kramer bought two, the Carnes bought three, and Scripps Howard and Larson each bought one.

The *Associated Press* reported in October that Gannett had courted the *Navajo Times Today*, the official newspaper of the Navajo Nation. Gannett dropped out, the AP said, but added that three other off-reservation groups were interested. Prices quoted ranged from \$500,000 to \$2 million for the 4,487-circulation daily. As *The Pretentious Idea* went to press, Mark N. Trahan, the Times' publisher, said the newspaper was off the market.

Thus far in 1986, INI has started two weeklies. The Pulitzer Publishing Co. rejected in March a \$500 million bid which was at the center of a struggle for control of the company, owner of *The Arizona Daily Star*.

What is the next decade likely to bring? Answers from owners

range from "not actively looking" to "definite expansion plans." One thing is certain: the PI was unable to locate any owners who admitted to having plans to sell any properties.

"We have had some very good offers," said Robert B. Larson, publisher of *The Journal* and son of *Red Rock News* founder/publisher Robert S. Larson, "but the plan now is to keep (the family's two newspapers) in the family forever.

"We're not really looking to expand, but we are looking at a shopper in the Verde Valley. It would be nice to have three in the valley."

Western's Soldwedel said further expansion is not in the works at the moment. "We just added three in the past year; we don't have enough top people" to staff additional newspapers, he said.

"We have 13 properties; friends tell us that's unlucky, that we should buy or sell one, but we're satisfied with our position right now," he said.

### Group-owned Daily Newspapers in Arizona:

Cox Enterprises and Arizona subsidiary	Mesa Tribune (1977) Tempe Daily News (1980) The Chandler Arizonan (1983) Yuma Daily Sun (1984)
Western Newspapers (Soldwedel)	The Courier (Prescott; 1958) The Mohave Daily Miner (Kingman; 1968*) The Daily Dispatch (Douglas; 1985)
Phoenix Newspapers (Pulliam)	The Arizona Republic (Phoenix; 1946) The Phoenix Gazette (1946)
Wick Communications	Sierra Vista Herald (1968) Bisbee Daily Review (1974)
Pulitzer Publishing Co.	The Arizona Daily Star (Tucson; 1971)
Scripps League of Newspapers	The Arizona Daily Sun (Flagstaff; 1957 * *)
Ottaway Newspapers	Daily News-Sun (Sun City; 1984)
Gannett Co.	Tucson Citizen (1976)
Casa Grande Valley Newspapers (Kramer)	Casa Grande Dispatch (1962)

\* Bought 50 percent; bought remaining 50 percent in 1975.

\* \* According to a 1980 ANA history of state newspapers. The Scripps League and Publisher/Editor Burl L. Lyons both declined to verify.

# Group-owned Weekly Newspapers in Arizona:

## Independent Newspapers, Inc.

Apache Junction Independent (1971)  
Mesa Independent (1971)  
Gilbert Independent (1978)  
Sun Cities Independent (1979)  
Paradise Valley Independent (1982)  
Winter Visitor Independent (1984)  
Scottsdale Independent (1985)  
North Scottsdale Rancher (1985)  
East Mesa Independent (1986)  
Chandler Independent (1986)

## Wick Communications

Green Valley News Sun (1978)  
San Pedro Valley News-Sun (Benson; 1980)  
Arizona Range News (Willcox; 1980)  
The International (Nogales; 1982)  
Eastern Arizona Courier (Safford; 1983)  
Today On The Colorado River News  
(Lake Havasu City; 1983)  
Parker Pioneer (1984)

## Western Newspapers (Soldwedel)

The Lake Havasu City Herald (1967)  
The Mohave Valley News (Bullhead City; 1970)  
The Independent (Cottonwood; 1979)  
Lake Powell Chronicle/Navajo-Hopi Observer (Page; 1982)  
Foothills Sentinel (Cave Creek; 1982)  
Prescott Valley Tribune/Mayer Tribune (1985)  
The Flagstaff Times (1985)

## Casa Grande Valley Newspapers (Kramer)

Eloy Enterprise (1967)  
Florence Reminder and Blade-Tribune (1970\*)  
Coolidge Examiner (1971)

## White Mountain Publishing Co. (Kramer)

The White Mountain Independent (1978\* \*)  
Pinetop-Lakeside News (Lakeside; 1978)

## Carnes

Copper Basin News (Kearny; 1976)  
San Manuel Miner (1976)  
Superior Sun (1976)

## Larson

Red Rock News (Sedona; 1963)  
The Journal (Camp Verde; 1985)

## Pueblo Publishers (Toops)

Peoria Times (1976)  
The Glendale Star (1977)

## Barger

Holbrook Tribune-News and  
Snowflake Herald (Holbrook; 1969)  
The Winslow Mail (1969)

## Phoenix Newspapers (Pulliam)

Arizona Business Gazette (Phoenix; 1946)  
CityLife (Phoenix; 1983)

## Cox Enterprises

The Foothills News (Yuma; 1984)

## Scripps Howard

Phoenix Business Journal (1983)

\* Bought Blade-Tribune in 1971.  
\*\* Separate editions for Navajo and Apache counties.

The exhaustion of the state's supply of available papers is sure to have an effect, Casa Grande's Kramer said. "There aren't that many independents left, and there aren't that many communities where you can start up a new paper."

"It's getting harder and harder to establish an independent newspaper, although weeklies and small dailies do still spring up. Some make it, but most get gobbled up by bigger operations."

One group, Independent Newspapers, has "definite plans" for expansion, said Edward G. Dulin, INI's vice president. INI plans to "circle Phoenix" with a string of about 30 newspapers, all weeklies, within the next four years, he said. The group now owns 10 Arizona weeklies — 26 nationwide — and will buy some existing publications and start some new ventures, he said.

"Suburban groups are the thing of the future; they serve a very wide grouping," Dulin said. Groups can tailor packages of newspapers to allow advertisers to reach specific markets, he said.

INI has "no immediate plans" to go beyond the Phoenix market in Arizona, Dulin said. "But," he added, "who knows what the future is?"

**T**he cost of such expansion is difficult to pin down — most of the groups are privately-owned and keep sale prices private. But most of the people *PI* talked with said they expected newspaper prices to rise more slowly than in the past, stabilize, or

even drop.

"I think they're dropping some," said Tubac-based newspaper broker Robert T. Houck. "Dailies under 10,000 circulation aren't attractive to chains; the big papers are after papers with 15,000 or more, or maybe 10,000 if there's growth opportunity."

"But there's not the buying frenzy of five years ago."

Said Walter M. Wick, president of the Wick Communication Co.: "Newspapers have been overpriced for some time, particularly for dailies, especially when you're looking at comparable assets, profit margins and grosses in other industries."

Wick predicted that the trend will turn to larger groups taking over smaller ones. "There are only so many dailies; it's a limited supply. Publicly held companies like Gannett and Times Mirror have more money available, and they can operate at a very slim profit margin."

Kramer agreed. "It's getting harder and harder for an individual to accumulate enough capital and expertise to buy out something like that," he said. "Some papers are overpriced, and some are priced with room for opportunity, but the days are over when people would just walk in and offer multiples of annual gross."

In spite of their often remote ownership, group newspapers can still effectively serve their readers, INI's Dulin said. "Each of our papers covers a

separate community. In most cases they are contiguous; they don't compete. There are local editors for each of our papers, and they're the ones in touch with the readers. That's their job."

Said Soldwedel: "The publisher is the one who runs the paper. Any publisher will tell you we don't dictate to them. If they asked us about content, you could spend all day on the phone."

Others remain skeptical. As Robert B. Larson said, "Newspapers aren't McDonalds — you just can't run them that way. Some day the chains will realize that." ¶

## Newspaper business hard to put price on

By Michael J. Rule

**J**ust what is a newspaper worth? Sale prices are closely held secrets; a strange alchemy functions when the bottom line is approached.

"There's a thousand different formulas," said Edward G. Dulin, Independent Newspapers Inc. vice president. "You typically start with gross, then add on assets and try to determine marketplace position, whether it's strong or weak, and go from there."

"Once you could sell a profitable one for many times gross. You probably still could, for a strong paper."

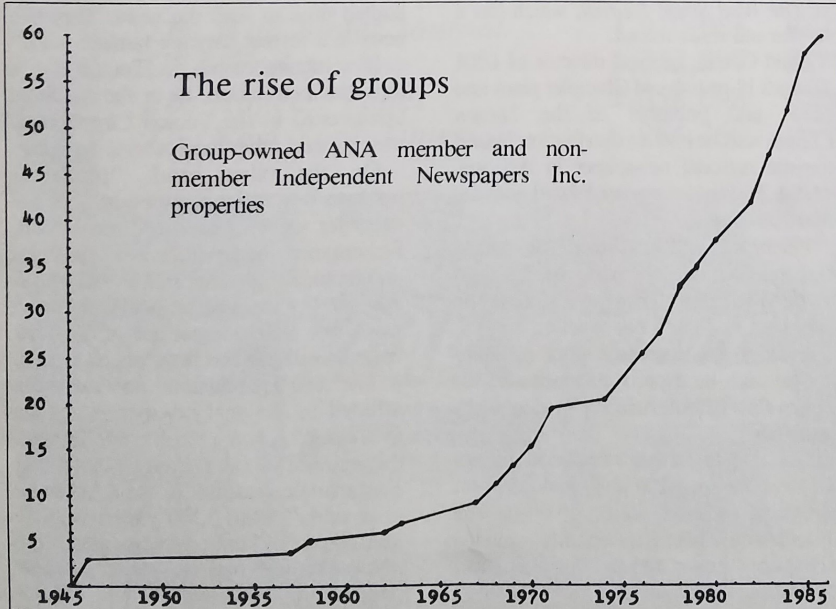
Newspaper broker Robert T. Houck was more specific: "Anything in the daily circulation range of 5,000 or more should go for two and a quarter or two and a half times gross, or eight to 10 times cash flow. For a large daily, four times gross, or possibly five, if it's in a growth market."

Said Casa Grande's Donovan M. Kramer Sr.: "There's a limited supply of papers coming on the market. Just because they're selling for that much doesn't mean they're worth that."

Market domination is a bonus, Houck said. "Everybody wants a paper with no competition. That way you can sell ads at 10 or 15 percent more every year."

The response of Western's Donald N. Soldwedel reflected the consensus: "People just generally don't talk about (prices.)"

Everyone agreed on one point, though — as with any other commodity, a newspaper's price is found at the intersection of a willing buyer and a willing seller. ¶



## Local dailies unaffected, editors say

# National newspapers vie for share of Arizona market

By Mary F. Semanas

A new class of newspaper has appeared in Arizona, using technological advances such as satellite relay to allow papers to be prepared in a distant city and be transmitted to a regional printing plant, usually Los Angeles for this area, and then distributed to Arizona. *The Wall Street Journal*, *USA Today*, *The New York Times* and the *Los Angeles Times* all are using this technology to seek a national market.

However, Arizona publishers agree that local newspapers have not been harmed by the national newspapers' increased

promotion in Arizona. They said Arizonans need local coverage, which the other papers lack.

According to Audit Bureau of Circulation figures published in September, *The Wall Street Journal* has a national circulation of 1,910,085, *USA Today* has 1,352,897, the *Los Angeles Times* has 1,058,698 and *The New York Times* has 964,360.

The bureau is a 71-year-old non-profit cooperative of advertisers and publishers that verifies the circulation of 95 percent of the newspapers in the United States and Canada.

The ABC circulation report for 1985 shows *USA Today* pulling away from the pack in growth, with a 105,573 circulation increase over the same period a year ago. Allen H. Neuharth, Gannett Co. chairman and chief executive officer, started *USA Today* in September 1982, yet it is closing in on the circulation figures of *The Wall Street Journal*, which has a 96-year-old track record.

Gerald Garcia, regional director of *USA Today's* 19-month-old Chandler plant and editor and publisher of the *Tucson Citizen*, said he had no distribution figures for the national newspaper in Arizona. "*USA Today* uses a consolidated national figure," he said.

Peter R. Mitich, dealer for Mitich Distributors, has controlled the franchise to distribute the *Los Angeles Times* in Arizona since November 1985. Circulation has increased since his start-up, he said; he expects circulation of the *Times* throughout Arizona to double by next year.

*Los Angeles Times* circulation figures for the state are 1,200 daily and 2,800 on Sundays, Mitich said. "With the installation of strategically placed newspaper boxes throughout the state, circulation should increase dramatically," he said.

Amberson Distributors circulates *The New York Times* in Phoenix and the northern half of the state. Manager Richard A. Gemuenden said circulation figures are about 800 to 1,000 daily and 1,800 on Sundays. "However, circulation is about half that during the summer," he said.

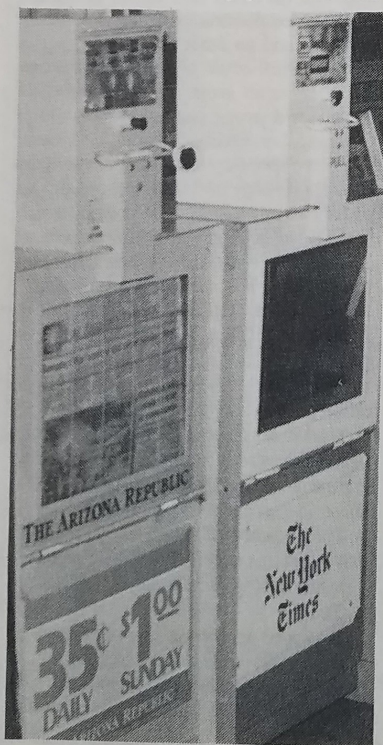
Chase Distributors is the major distributor for *The Wall Street Journal* and *The New York Times* for the southern half of the state, including Tucson. Thomas W. French is the manager.

**T**he *Arizona Daily Star's* managing editor Stephen E. Emerine commented on the influx of national news editions and *USA Today* to Arizona. The nationally focused paper is becoming popular "because travelers for business and pleasure have limited time to read the news. They like news in a format they are familiar with."

If someone comes to Tucson for a three-day convention, he or she would be uninterested in the Tucson City Council meeting and other local stories, he said.

On the other hand, "permanent residents buy national papers as a second paper for specific reasons," Emerine said. For instance, readers interested in business and finance might choose *The Wall Street Journal*. For updated national and foreign news, one might choose one of the other nationally distributed newspapers, he said.

The *Star's* circulation has not been affected by national newspapers coming to Tucson, Emerine said. "We thought the entrance of *USA Today* might affect our market because it is a morning newspaper." With 3,500 papers per day distributed in the Tucson area, the newspaper has had no effect on *Star* circulation, he said. "The *Star's* circulation is up over last year's and the



year before," he added.

"What *USA Today* has done is produced a need for the *Star* to put out a better product, and that is a positive effect," Emerine said.

"It is very obvious the *Star* has made layout changes based on people's response to *USA Today*," he said. *USA Today* has made all papers aware of color advantages, Emerine added.

Also like *USA Today*, "We are striving to have shorter stories. We break up long dull 50-inch stories into three, with categories for each," he said. "We have more national and international stories but they are shorter stories, and if we have people go to Israel or Ireland, we ask them to do a story," he said.

The *Arizona Republic's* managing editor, Allan D. Moyer, said "*USA Today's* market is not our market. We are the hometown paper," as he talked about papers with emphasis on national and world coverage. When Moyer was asked if his paper used *USA Today*-style technology, he answered that *Republic* readers may find the weather page similar to *USA Today's*, but that the Phoenix newspaper was doing its weather page a few months before *USA Today's*

introduction to Arizona. "We are more consistent with the page now, however. The weather page is in the same place daily and we use color...."

"Readership surveys show people like the news exactly like radio or television presents it, shorter and with interesting information."

"Newspapers can do more than this, we can get into detail, so when we can, we let the story run — not every story though."

When asked about the increased popularity of national newspapers, Garcia said, "There is only one national newspaper and that is *USA Today*."

There are local or regional newspapers that have national editions and that is different, Garcia said. For instance, "*The Wall Street Journal* is not a national newspaper, it's only directed toward one specific subject matter," he said.

As regional manager of *USA Today's* Chandler facility, Garcia oversees production of the finished copy coming from the national office. Garcia's position does not cause a conflict of interest with his publishing role at the *Tucson Citizen*, he said. "I am trying to put out a newspaper in Tucson that fits Tucson's

demographics. The *Citizen* is not emulating *USA Today*. I have been preaching shorter stories for over 10 years — before *USA Today* was ever invented," he said.

Garcia said the *Citizen* did try one technique similar to *USA Today*. For one month — January to February of this year — the *Citizen* experimented with the "low-rub" ink that *USA Today* uses. The project was unsuccessful because the presses were not adapted for the ink, but after changes are made in the presses the ink will be tried again, he said. In the future all papers will use the low-smear ink, Garcia said.

Walter M. Wick, president of the Wick Communication Co., which owns nine newspapers in Arizona, said *USA Today* pulled all the new technological advances together and produced an outstanding publication. His publications are not competitive with *USA Today* and other national newspapers, he said.

"It's like going out to buy *Cosmopolitan* or the *Enquirer*. The difference in our paper and national papers is comparing apples and oranges. People buy our paper because they need the local news." ¶

### National circulation figures:

<i>The Wall Street Journal</i>	1,910,085
<i>USA Today</i>	1,352,897
<i>Los Angeles Times</i>	1,058,698
<i>The New York Times</i>	964,360

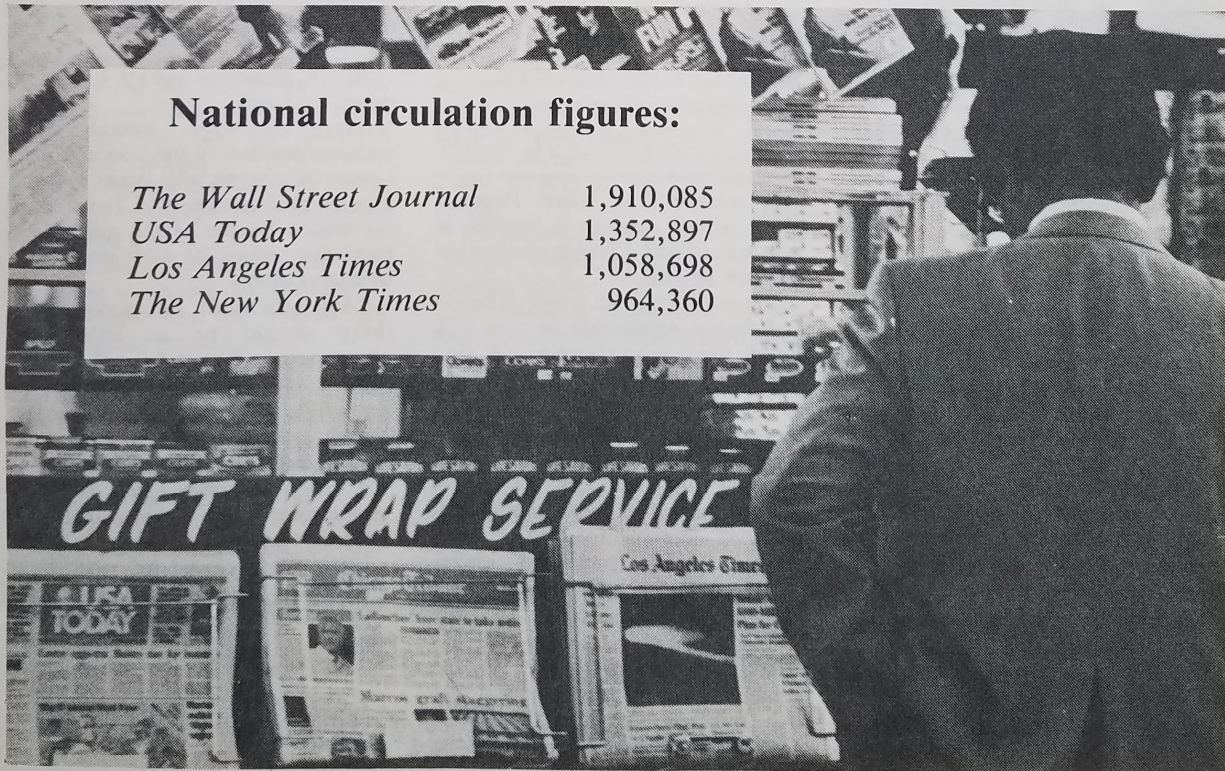


Photo by Mary F. Semanas

## Minorities want issues expressed through their own newspapers

By Carolyn Rivera

**T**he Phoenix area boasts two ethnic newspapers for its black population of over 44,000 and its Hispanic population of over 180,600, comprising 16 percent of the total area population. Yet the Tucson area with more than 14,000 blacks and more than 100,350 Hispanics, making up about 25 percent of the area's population, has no print medium to suit minority needs.

The two ethnic papers in Phoenix are the *Arizona Informant* and *El Sol*.

Minority community leaders in the state say major daily newspapers inadequately cover stories that are significant to minorities and they stress the need for ethnic newspapers.

"Ninety-eight percent of our news you aren't going to find in any other newspapers in the state of Arizona," said Cloves C. Campbell Sr., co-owner of the *Arizona Informant* with his brother Charles R. Campbell Sr.

The brothers, four part-time reporters and 10 contributing writers, cover local news specific to the black community for the eight-page weekly paper.

While *The Arizona Republic* "covers who got shot today," the *Informant* focuses on high school sports, church news, women's news and community events, said Campbell. Black recognition and positive black role models are also featured, he added.

"I use every role model I can get," he said.

Campbell said he purposely stays away from crime stories and prefers to cover positive events in the community. No newspaper will report what he covers in his weekly, Campbell said.

The purpose of the newspaper is to help the black community rise economically by writing about where the business action is and how to get there, he said.

Campbell, who was the first black state senator and only black to serve in the

House and Senate from 1963 to 1973, said that economic improvement, rather than politics, is the key to the success and betterment of blacks.

He bought the *Arizona Informant* in 1969 after having been a reporter for the newspaper. His biggest asset, he said, is his 5,000 paid subscriptions. His total circulation is 7,500, which he plans to increase statewide. He has 250 to 300 subscribers in Tucson and a few in Yuma, Flagstaff and Sierra Vista, he said.

*El Sol*, founded in 1939, is a newspaper for Hispanics in the Phoenix area and has a circulation of 15,000. It carries local and national news of interest to the Hispanic population, said Marcos Orona, editor and sales manager.

*"Anywhere there is a (minority) group, there should be an organ of communication."*

— Henry A. Ryan

Its purpose is to inform Hispanics whose primary language is Spanish, as well as to provide a way to continue the language, he said.

The newspaper, with a staff of two to four writers, supplements its copy with articles from a wire service and the Hispanic Link, a news and editorial service geared to Hispanic concerns, Orona said.

He said that until a year ago, *El Sol* was financially unstable, but by cutting expenses and seeking more advertising, it is now on more solid footing.

**I**n Tucson, community leaders point to the need for black and Hispanic newspapers.

"We need a black press...to do investigative reporting relative to the problems of the black population," said Ruth Banks, 67, a producer and director of black history video productions and the

first black in Tucson to have a radio show for KVOA-Radio in the 1940s.

She cited sickle cell anemia, housing patterns and blacks in construction as areas of interest.

"The main papers (*The Arizona Daily Star* and *Tucson Citizen*) won't cover these issues. That is why a black paper is needed," she said.

As a writer in the 1940s for the *Pittsburgh Courier*, a black newspaper, and eventually a writer for the *Associated Negro Press*, a news service geared to black concerns, she said that black papers in those times focused on social news and education.

"They were instruments of communication," she said.

The only instrument in Tucson is a monthly newsletter that lists business meetings. "It is the closest thing we have to knowing who and where blacks are," she said.

She said the lack of a black paper in the Tucson area is due to the small black population — about 3 percent.

She said that Grover Banks, former president of the National Association for the Advancement of Colored People, is looking into the possibility of beginning a black newspaper and into ways to finance the venture by focusing on new advertising markets.

"It's a matter of money (to get it going)," she said.

Henry A. Ryan, interim chief executive/president of the Tucson Urban League Inc., agrees with Banks that the reason a black newspaper in Tucson does not exist is because of the small black population, which he said would turn advertisers away.

"Anywhere there is a (minority) group, there should be an organ of communication," he said.

Ryan, who admitted to not seeing the *Arizona Informant* in three years, said he thought that a similar newspaper in Tucson could not be self-supporting.

"Tucson has never had a large and concentrated black population like in Phoenix," he said.

"If people want to read about 'ourselves', they read *Ebony* or *Jet*. Ideally, it would be wonderful to have an organ to tell blacks what blacks are doing in the Tucson area. But until someone comes along with philanthropic need, publications of that kind won't happen. . . .



"I take my hat off to him (Cloves Campbell) who can successfully run a newspaper such as this (Arizona Informant)," he said.

For the Hispanic community in Tucson there is *El Hispano*, published by Edward Brown, who is black.

Brown said he did feasibility studies two years prior to starting the newspaper in October 1984, and he realized the potential of the Hispanic market.

*El Hispano* began as a free Spanish-language *Dandy Dime*, the Tucson classified weekly, he said. It has grown into "an educational/informational" newspaper that tries to "educate people as to opportunities, help people know and learn about their culture and the community and what it offers," he said.

He stays away from political issues because "I don't have rapport politically with the Hispanic culture....I am not willing to take the time to do it (cover political issues)," he said.

As a result, one February issue included articles on how to obtain credit, black widow spiders, a baby column and verb

conjugation in both English and Spanish.

Brown said he has no editor. His stories are all submitted by contributors, such as a health column by the Food Conspiracy, a local cooperative, that also advertises regularly.

The purpose of these types of articles is "to give people an understanding of American mentality," he said.

*El Hispano* is distributed at 40 sites throughout Tucson, south to Hermosillo, Mexico, north to Phoenix and east to Sierra Vista, said Brown. Circulation usually runs 30,000 to 50,000.

Democratic State Senator Luis Gonzales said that although *El Hispano* does have some impact, such as a previous cultural feature article on Cinco de Mayo, it is not enough. What is needed is a bilingual newspaper for the Hispanic community that would deal with issues in depth on topics relative to Hispanics, he said.

There is a real need," said Gonzales, who has represented District 10, in Tucson's southside, for eight years. He said *The Arizona Daily Star* and *Tucson*

*Citizen* coverage emphasizes the pros and cons, and gives very little insight from the Hispanic perspective on such issues as immigration and bilingual education.

Ideally, he said, he would like to see a bilingual newspaper similar to *El Independiente*, a bilingual publication for South Tucson produced by a University of Arizona journalism class on a monthly basis each semester. It generally focuses on Hispanic-related topics. South Tucson is a one-square-mile city within Tucson with a population of about 6,000, about 75 percent Hispanic.

A Hispanic newspaper "should focus on educational issues, governmental entities and role models," Gonzales said.

He said he feels that *El Sol* would have more of an impact if it were bilingual, since more people could read it. "For younger people this would reinforce bilingualism, which is very alive in the Tucson area," he said.

Although currently there is no newspaper that deals with issues for Tucson-area Hispanics, Tucson does have a history of

Hispanic journalism.

- *El Tucsonense* was a semi-weekly Spanish-language paper founded in 1915 by Francisco S. Moreno. The publication carried some national news, but concentrated on local news, specifically about the Hispanic people.

When it was founded, the newspaper boasted that Tucson was 50 percent Mexican-American, and therefore a viable advertising medium. It folded in 1957.

- From 1941 until about 1965, the Hispanic community also had the weekly *La Voz*. The six-page publication was about 80 percent Spanish.

Maria L. Urquides, 77, a native Tucsonan and a fierce bilingual education activist, remembers when she used to read *La Voz* to her mother, who died at age 92.

"How enthused she was" to receive the weekly, said Urquides, who also feels there is a need for a Hispanic newspaper.

However, besides focusing on issues such as immigration, she would like to see features on unsung heroes and youth.

Unlike Gonzales, she would prefer to see such a paper only in Spanish as a means of perpetuating the language.

"If we had a purely Spanish-language paper, it would give us more prestige," she said.

She compares the importance of the Spanish language to Mariache music. "People recognize that it's our own. It is something unique in the Mexican-American culture. . . . So if we had something in Spanish, it (the paper) could serve to call our own," she said.

An all-Spanish newspaper could also be used as a good teaching tool in bilingual classes, she added.

- In the fall of 1984, Frank Romero, director of employment training programs for the City of Tucson, went to Adalberto Guerrero, a University of Arizona Spanish professor, with the idea to begin a Hispanic newspaper.

*Nuestra Voz*, whose circulation was eventually 20,000, was begun with a staff of four to six volunteers "to address, in detail, issues important to Hispanics," said Romero.

"There were many issues that were not addressed in sufficient detail, particularly issues relating to the Hispanic community. . . . This paper was to explore some of those issues, also to provide positive Hispanic role models to the community and to the general population, as well as to the youth," he said.

"The paper was mailed . . . to leading citizens, normally seen in membership groups of the movers and the shakers in the community. We wanted non-Hispanics to understand the issues, too," he said. Some of these issues included bilingual education, employment and housing.

The newspaper came out eight times in one year, Romero said.

*Nuestra Voz* folded because the

volunteer staff lacked advertising expertise, he said.

"I would love to do it again. It was a lot of hard work, it cost us a lot of money, but it is something worthwhile," he said.

Monetary problems are cited as the biggest challenges these newspapers face in remaining solvent.

But as Campbell said, "You've got to take your behind off your shoulders and do it. That's all." ¶i

## Indian press struggles to survive

By Carolyn Rivera

Even though American Indians only comprise about 6 percent of Arizona's population, some communities have their own newspapers, specifically aimed at an Indian audience.

The *Navajo Times Today*, which celebrated its 20th anniversary in December, is a 12-page daily on the Navajo reservation with a circulation of about 28,000 and is the largest Indian daily in the United States, said Lenora Begay, *Navajo Times* editor.

"Although it is slow progress, we feel we can compete with any other daily in the area," she said.

The newspaper had been up for sale in October 1985, but she said the *Times* is no longer for sale because of increased advertising sales and subscriptions.

"The purpose is to get national and regional news to people here," she said.

With a staff of eight Navajo reporters and two non-Indian correspondents, "actual emotions and concerns expressed by Navajos can be understood," she said.

The Navajo reservation, spanning 14,014 square miles, is difficult to cover because it is so spread out, she said, but added that she feels that the *Navajo Times* is doing a better job than the *Albuquerque Journal* and *Albuquerque Tribune*, the two dailies that circulate in the area.

In the Tohono O'odham reservation near Tucson, Stanley G. Throssell publishes the *Papago Runner*, founded in 1979.

Throssell said the newspaper, with a circulation of 2,000, stresses community news of general interest to the tribe.

Up until a year ago the publication was subsidized by the tribe. It is now independent of the Tohono O'odham and is barely breaking even, he said.

To continue he needs to strengthen his advertising revenue "which is tough to get . . . particularly from off the reservation," he said.

"There was a need for a community newspaper, primarily because the *Casa Grande Dispatch* and *The Arizona Daily Star* didn't contain a lot of information about the Papago reservation . . . particularly news that people on the reservation wanted to know . . . about themselves," he said.

"We run specifically community news, such as stories about tribal government," he said. "For national or state news, they can read *The Arizona Daily Star*."

Besides the *Navajo Times* and *Papago Runner*, there are two other Indian newspapers: *The Apache Scout*, published bi-weekly in the Whiteriver reservation, and the *Gila River Indian News*, published monthly in the Gila River reservation.

Both newspapers are subsidized by their respective tribal councils.

Until spring of 1985, the Hopi also had their own paper, *Qua' Toqti* (The Eagle's Call), with a circulation of 12,000 to 14,000.

However, lack of advertising caused its folding, said Emory Sekaquaptewa, University of Arizona interim director of Indian Studies, whose brother Abbott was publisher.

"There is a definite need" for a Hopi-oriented publication, said Sekaquaptewa.

"Hopi are not usually satisfied with coverage by non-Indians," he said. Reporters from daily newspapers "don't adequately know the issues," he added.

He said that in his judgement, the best people to cover issues are "people in the community who can determine sensitivities, ethics . . . and also bring in historical foundations to give substance (to the stories)." ¶i



## Media rush to cover Mexican earthquake

By Jennifer Taylor

**W**hen Mexico City was crippled by a major earthquake in September 1985, the Arizona media rushed to get the story firsthand. Reporters, photographers and television cameramen traveled to the Mexican capital to assess the damage and to help search for friends and families of Arizonans.

Never before had the Arizona media responded to a news event outside the state as they did with the earthquake.

Cooperation as well as competition played roles in the journalists' coverage. In one competitive instance, a reporter for the *Tucson Citizen* refused to take a rival reporter's copy back to Arizona.

Reasons from the state's media for sending their own personnel to Mexico City were varied but all carried the same theme of wanting to get the most information back to Arizonans.

*Star* City Editor Thomas F. Beal Jr. said that earthquake reports coming through the wire services were spotty, often confused and conflicting. Communications were nonexistent for the first few days after the earthquake with the exception of short wave radio and government reports that initially gave light damage and death estimates.

V. Dale Walton, managing editor for the *Tucson Citizen*, said that proximity made it a priority to cover the story with their own reporters, rather than simply to

rely on wire reports. He said that with the number of Hispanic residents in Arizona, people with friends or relatives in Mexico City would want detailed information on the earthquake.

John F. Leach, assistant city editor of *The Arizona Republic*, said that there was very little discussion on whether they would send reporters. The consensus was that the sooner they had their own people at the site, the better it would be. The severity of the earthquake helped to make the decision, he added.

Keith D. Rosenblum, the *Star's* correspondent in Mexico, and photographer Alfredo E. Araiza flew to Hermosillo, Sonora, the home of the newspaper's only foreign correspondence office. From there, Rosenblum said, they were eventually able to find a flight to Mexico City and see the damage themselves.

Reporters and editors at the *Tucson Citizen* and *The Arizona Republic* were unprepared when the quake hit, and considered jointly chartering a jet with the Gannett-owned *El Paso Times* and a news team from Tucson's KGUN-TV. The travel plans fell through when they learned that commercial flights were getting in and out of the Mexican capital, Leach said.

KGUN-TV had initially decided to withhold sending anyone to cover the earthquake, said Richard J. Ayoub, producer of KGUN's 5 o'clock news program. A day or two passed before the

station sent reporter Randolph Page and a cameraman to Mexico City after major public response.

**R**osenblum was unable to find a typewriter in the city and telephone lines were down, making it impossible to transmit copy electronically. He said he spent hours in Mexico City's airport coffee shop, writing his stories by hand and searching for travelers heading for Tucson who would act as couriers.

At one point, he said he saw a fellow reporter from the *Tucson Citizen*, but the journalist refused to take his copy to Tucson, saying that his editors had advised against such action.

"I thought he was kidding at first," Rosenblum said. "Then the guy told me that he was under orders to help out every paper but the *Star*," he said. Editors at the *Citizen* declined to give the name of the reporter.

Walton defended the reporter's action. "We're competitive," he said. The *Citizen* shared its stories with "participating" newspapers, he said, but the *Star* was competition, he said.

City editor Beal said that at the time of the disaster the *Star* was never approached by anyone with the idea of pooling information or transportation. However, being excluded from the pool did not bother *Star* editors, who felt they had a head start on the competition, Beal said.

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# Extra! Extra!

## Shuttle editions hit streets in three hours

By Carla P. Gomez

Less than three hours after the Jan. 28 space shuttle tragedy, a newspaper extra produced by Cox Arizona Publications hit the streets — about the same time *The Phoenix Gazette* and *Tucson Citizen* came out with stories on the explosion.

Although newspaper extras seem to be nearing extinction, the compelling need to inform the public of the Challenger's explosion made Cox decide to come out with the special edition.

"We recognized it as a tremendous story in terms of public emotion . . . It had the national impact of a presidential assassination," said Roger S. Kintzel, *Mesa Tribune* publisher and Cox Arizona president.

The Challenger exploded 74 seconds after liftoff, killing all seven crew members, including schoolteacher Christa McAuliffe and shuttle commander Francis R. Scobee, a University of Arizona graduate.

"Our thinking was that there were a lot of people out there who wanted to know about it, people who weren't satisfied watching on TV or who weren't able to watch TV," Kintzel said.

The special edition combined the resources of the *Mesa Tribune*, *The Chandler Arizonan* and the *Tempe Daily News* — the three daily morning newspapers of Cox Arizona.

Kintzel said they decided to come out with the four-page special edition at 11 a.m. and had 10,000 copies rolling off the press by 1:15 p.m., three hours and 37 minutes after the shuttle exploded.

A photograph of the explosion covered the special's front page. Inside were six *Associated Press* stories, six photos, two local stories, an editorial and a commentary. There were no advertisements.

The special, like the *Gazette* and *Citizen* editions, carried black and white photographs of the crew, Challenger's liftoff, the explosion, and the reaction of relatives and school children who had watched the event on television. The Cox Arizona special also carried an AP color

photo of the crew.

"Our reporters just sprang into action. I think they felt somewhat fulfilled that they were able to participate in a developing story as far out as Arizona . . . and serve the public the way they should," Kintzel said.

Copies of the extra were sold in newsstands and by news carriers in Mesa, Chandler and Tempe. Other copies were distributed free at the state Legislature, Sky Harbor International Airport, major malls and hotels, and radio and television stations.



"The amount of money we made was pretty insignificant compared to our total operation . . . . But making money wasn't our goal," Kintzel said.

This was not the first Cox Arizona team effort — the newspapers combine their resources everyday for their sports and living sections, and often for other stories, Kintzel said.

Combining resources proves to be cheaper, he added.

As did the Cox newspapers' extra, the Jan. 28 issues of the *Phoenix* and *Tucson* afternoon newspapers extensively covered the explosion despite time constraints.

Reporters for the *Gazette* had an hour and a half to prepare their stories, said

William N. Woodruff Jr., *Gazette* executive news editor.

"We had just finished our morning news conference and we had our basic design for the (front) page that we were working on when we got the bulletin . . . . At that point we threw out all the stories we had been planning on and added two pages to the edition," he said.

The AP bulletin on the shuttle explosion came through at 9:43 a.m.; *United Press International's* arrived at 9:44 a.m., Woodruff said. "By 11:50 we had our first edition put together and off the floor," he added.

"We were very close to deadline and I just handed out assignments and people rallied and got it all done," said Lois C. Boyles, *Gazette* city editor.

The *Gazette's* first edition, which hit the streets at noon, carried two and a half pages of photos and local and wire stories of the shuttle explosion.

The second edition came off the press at 1:15 p.m.; it carried the same number of stories with additional information, Woodruff said.

In Tucson, several hundred copies of the *Citizen* hit the streets without a story on the explosion because the press run of the paper's first edition began at 9:15 a.m.

However, "within 30 minutes after it (the story) broke, we had a story and picture on page one ready to go with the rest of the first edition," said V. Dale Walton, *Citizen* managing editor.

The copies in the newsstands without the story of the explosion were replaced, he said.

By the time the second edition of the *Citizen* came off the press at 12:30 p.m. its first two pages were filled with five photos, three local and three wire stories on the explosion.

"We put as many reporters as we could on it and they were able to reach the people they needed to," Walton said.

Although the *Citizen's* second edition normally is for home distribution, extra copies were printed to replace the first edition newsstand copies, Walton said.

The *Citizen* staff, like its counterparts at the *Gazette* and Cox Arizona Publications, had the same goal — to inform readers of the Challenger explosion as quickly and effectively as possible.

After all, the excitement of covering a story like the shuttle tragedy "is just the kind of thing that makes a journalist's blood run," Boyles said. ¶

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By Janet M

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# Phoenix Questions linger on 10th anniversary

## *Arizona newspapers skeptical of joint investigation*

By Janet McCoy

**T**he truth about the murder of *The Arizona Republic* investigative reporter Donald F. Bolles has never been told, maintains the *Scottsdale Progress*, and the 10th anniversary of the homicide could be the last opportunity for the Arizona news media to break the case.

"If it doesn't happen this year, the only way it would ever happen is if one of the principals finds God late in life and decides to walk in and confess," Don Devereux, a freelance investigative reporter working for the *Scottsdale Progress*, said.

The *Progress* has been actively following leads in the Bolles killing since 1976, while most of the state's newspapers have left the investigation to the authorities. Editors throughout the state are skeptical of a *Progress* suggestion to band the media together to solve the case.

Bolles died on June 13, 1976, 11 days after a bomb underneath the floorboard of his white Datsun exploded as he backed out of the parking lot of the Clarendon House in Phoenix. John Harvey Adamson, who admitted to luring Bolles to the Clarendon and placing the bomb under his car, was arrested and charged with his murder.

Adamson turned state's evidence and accused Phoenix contractor Max Dunlap of hiring him and James Robison of Phoenix to kill Bolles. Adamson said the killing was directed by millionaire liquor wholesaler and landowner Kemper Marley Sr., because of stories Bolles had written about him.

Robison and Dunlap were convicted of Bolles' murder in 1977. In 1980, Adamson

was sentenced to death and is on death row in the state prison at Florence pending appeals of his conviction and sentence. The convictions of Robison and Dunlap were overturned by a unanimous vote of the state Supreme Court on the grounds that the men had not received a fair trial. Marley was never formally charged in the case.

The official theory of the Bolles bombing still relies heavily on Adamson's story. Just who masterminded Bolles' killing is unknown.

"We've pursued the Bolles case because we believe the truth never came out originally and that the state made a mistake," said Jonathan Marshall, *Scottsdale Progress* publisher. "The state attorney general's office, law enforcement and most of the media are ducking the case."

**D**evereux said the *Scottsdale Progress* has offered to share its information and would welcome the involvement of other Arizona newspapers. He said he and Marshall would have been delighted to see other news media step in and take over, but since none have, the *Scottsdale Progress* is "reluctantly" pursuing the case.

"We hope the other papers in the state will join us in seeking the truth and help us in our research," he said.

Devereux and Marshall are frustrated because they think the Bolles case is solvable.

"We're like a mosquito out here, the *Scottsdale Progress* does not have the



**Bolles**

clout to compel the attorney general to do anything. I think if the news media across the state said 'Let's resolve this thing once and for all,' giving a very clear, unified mandate to the AG's office, it would be very difficult to duck," Devereux said. "It's a First Amendment issue and the news media has had an obligation to stay with it."

Although Marshall has no plans to organize a formal committee to investigate the Bolles case, he mentioned this possibility during an interview with *The Pretentious Idea*. Newspapers from Tucson, Mesa, Tempe, Phoenix and Flagstaff were asked about the feasibility of working on the case with the *Progress* this year.

• *The Arizona Republic* City Editor Richard Robertson said the newspaper would listen to what Marshall had to say but that solid, new developments were needed in the case.

- Robert Early, city editor at the *Republic* when Bolles was murdered and current editor of *Phoenix* magazine, said media coverage at the time of Bolles' killing and thereafter was top-flight.

However, he said, "There is a kooky fringe element in reporting from the smaller papers. Some of the reporting got outlandish and on the wrong track."

Early said the *Scottsdale Progress* is pursuing "ridiculous courses." He said that those involved in the homicide were initially convicted of the bombing, and the lack of convictions today is due only to legalities.

He said that it would be a bad idea to band together to pursue "wild areas" and that the investigation should be left to the police.

- *The Arizona Daily Star* Executive Editor Stephen E. Auslander said a great deal of consideration would have to be given to the idea and that he would have to think about it.

"I just don't know," he said.

Auslander said he was unfamiliar with what Marshall has been doing and that he has never read any of the articles the *Progress* has published about the Bolles case.

(An editorial in the Jan. 20, 1986 edition of the *Star* called for the state to "reopen the independent investigation of the Bolles case." It said that it was up to the state to test the validity of information given by four sources to the *Progress* that implicated another person in the Bolles killing.)

Frank E. Johnson, *Star* contributing editor, said Marshall was obsessed with the investigation in some ways, but not entirely. He said there are still many unanswered questions about the case and that Marshall is justified in pursuing it.

"The *Scottsdale Progress* may be on the right track," Johnson said, "but more concrete information is needed."

- *Tucson Citizen* Editor and Publisher Gerald Garcia said the Bolles case is a very important part of Arizona journalism history, but that he was at the *Kansas City Star* and *Times* when Bolles was killed, so his interest in the case is limited.

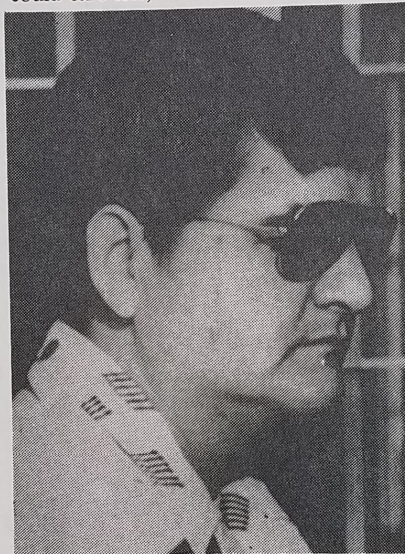
The *Kansas City Star* and *Times* participated in the Investigative Reporters and Editors' (IRE) Arizona Project. The four-month investigation into the climate of organized crime in Arizona was begun in September 1976, four months after the killing of Bolles. (see related story)

"I will do whatever is best for Arizona

journalism. I don't think that delving into a case that is 10 years old is something that is best for Arizona journalism," he said.

Garcia said there are issues and topics at the forefront of Arizona business and industry that are more important than the Bolles case.

"If Jonathan Marshall wants to rally all the publishers and editors in the state and he can accomplish it, I applaud him. I don't know what his motives are and I could care less," he said.



Adamson

- *Mesa Tribune* editor V. Max Jennings said Marshall has never asked him to join a media investigation. He said it was an interesting idea but he did not know enough about the idea to determine if the *Tribune* would be interested.

"I'd have to see what Marshall's got," he said.

Jennings said that as a matter of routine, newspapers working together was a bad idea.

"I'd rather see newspapers competing with each other rather than cooperating," he said. "On the other hand, if there's a story of tremendous importance that one paper can't do, that it needs help to do, I can conceive of circumstances in which we would do that."

Jennings said Marshall is obviously extremely interested and driven to find Bolles' killers.

"He finds it a moral and ethical responsibility," Jennings said. "He believes there's a lot more to this case than the authorities have turned up and that since they're uninterested in working on it,

there's no one left but him.

"He's not just blowing smoke, that's the way he feels about it," he said.

Jennings said that most of the Arizona media are not as excited as Marshall is about the information the *Progress* has published.

"We're waiting to see what it is that he has that's really dramatic. We haven't seen anything yet," he said.

Jennings said that Marshall once mentioned that he wanted to get together with other Arizona newspapers to lay out all the information the *Progress* had on the Bolles case.

"I would certainly want to go to that session and be walked through it, because it's hard to put it all together after all these years," he said.

- Lawn Griffiths, editor of the *Tempe Daily News*, said turning staff loose to further investigate the Bolles case would pose problems for them because the paper is small. Five full-time reporters cover a city of 133,000 people.

"I don't think we would have an interest in it unless we could be shown where we'd have a vested interest or could justify that the time spent wouldn't be at the expense of the daily function of our paper," he said.

Griffiths said he found it refreshing that Marshall is so committed to the Bolles case.

"He is to be commended," he said.

- Burl L. Lyons, editor of *The Arizona Daily Sun* in Flagstaff, said: "Marshall should have the courtesy to write us a letter and ask for assistance. I don't recall that he's done that. What does he want us to do? Pick up legal fees, do some writing or what?"

Lyons said he thought Marshall should be more specific about the areas in which he would like help.

"I don't think there's a newspaper in the state of Arizona that wouldn't contribute financially to his legal cause or anything else. But are we going on a witch hunt? We'd certainly help, but I don't know what he wants, we need guidelines," he said.

Marshall became convinced in 1978 that there was something wrong with the initial convictions of Dunlap and Robison after reading a several-hundred page deposition from the Dunlap trial.

The deposition was given to him by a tax attorney Marshall said "didn't have anything to do with the case, but knew

Dunlap and didn't believe he was guilty.

"I never intended to read more than five or 10 pages so I could say, 'I took a look at it and it really isn't our case, it's the Phoenix newspapers' case,'" Marshall said. "The more I read, the more convinced I was that an injustice might have been done."

Marshall conducted interviews with Dunlap and Robison at the state prison which convinced him further that something was amiss.

Marshall had been discussing the case and writing about it for about a year when he persuaded Devereux to return to Phoenix in 1979 to look at his material. Devereux first came to Arizona in 1976

from Santa Fe, N.M., as a member of the IRE team.

Devereux said he did not think Marshall had much foundation for his concerns.

"I started out very skeptically, and within a few months I had worked myself around to the point that I was quite convinced that Jon was right," he said.

Devereux has been in Phoenix ever since.

At first it was unpleasant for Devereux to deal with the possibility that what had been published by the press and the IRE project could be inaccurate, he said.

"I think Dunlap and Robison are victims of a frame. There was a 'lynch

fever' here in town because of the tremendous amount of focus given to this thing.

"We (the media) added pressure to the law enforcement agencies to come up with a quick, clean kill," he said.

Devereux surmised that the state of Arizona, its law enforcement agencies and the press, find it hard to admit error.

"You can't go forward in an investigation that may very likely take you in new directions without implicitly admitting you were wrong the first time. Nobody wants to do that, too many careers and too many reputations are at stake," he said.

"The only paper that I'm aware of

## Prying off the lid: IRE's Arizona Report

By Janet McCoy

**F**rom September 1976 to February 1977, reporters and editors from around the country banded together in Phoenix to work on a series of investigative reports on organized crime in Arizona.

The Arizona Report, a unique experiment in team reporting, was developed by the Investigative Reporters and Editors Association as an answer to the June 1976 bombing death of IRE member Donald F. Bolles.

Thirty-six journalists, freelancers and those representing newspapers and radio and television stations, gathered to continue the work Bolles started — investigating political corruption and organized crime in Arizona.

The project was designed to demonstrate the solidarity of the American press by re-emphasizing the old underworld adage: "You don't kill a reporter because it brings too much heat." The Bolles homicide was the center of discussion at the first IRE convention in Indianapolis on June 19-20, 1976. A resolution "to redouble our efforts to keep open the channels of communication to the people" led IRE to ask Robert W. Greene to head the Arizona project.

Greene, a leader in the newly formed IRE, and the editor of *Newsday*, a Long Island, N.Y. newspaper, won a Pulitzer Prize in 1970 for exposing payoffs of various Long Island zoning officials. He won a second Pulitzer in 1974 for a year-long investigation of heroin traffic from Turkey into the United States.

Greene and his team of investigative reporters also produced a 70,000-word series on former President Richard M. Nixon's questionable real estate dealings through his friend, Bebe Rebozo.

For five months, the Arizona project's headquarters was a mini "city room" set up in Phoenix' Adams Hotel.

Only a handful of reporters were able to work full time on the project, but the others stayed as long as they could, usually a minimum of two weeks. Several members devoted vacation time to the project and paid their own way.

The reporters divided into groups that were led by one of the project's full-time reporters. They worked seven days a week, 14 to 15 hours a day.

The result was a 23-part, 80,000-word series that explored corruption, land fraud, prostitution, smuggling and organized crime in Arizona. The series was published in March and early April 1977 and was carried by newspapers and radio stations across the country, either directly through the IRE or through wire service condensations.

Several newspapers doubted the accuracy of the report and refused to publish it. One of those newspapers was *The Arizona Republic*, Bolles' own publication and one of the participants in the IRE Arizona Project.

Richard Robertson, *Republic* city editor, said the newspaper is still subject to criticism for not publishing the report.

Robertson, who was a stringer at the time of Bolles' death, said the *Republic* felt it was the "most at risk financially" for possible libel suits stemming from the

series and it "did not know enough about the (IRE) sources to make the risk."

Don Devereux, a freelance investigative reporter working for the *Scottsdale Progress* and a participant in the Arizona project, disagreed.

"If I were inclined to speculate, I would have to assume that there was enough information in there that was pretty embarrassing to friends of *The Arizona Republic*, Devereux said. "The old guard, the Phoenix country club set that the *R & G* was a part of at that time, was embarrassed by it. There was a hesitation on the part of the *Republic* to join that problem."

A libel suit was filed against IRE in March 1978 by Kemper Marley Sr., the man John Harvey Adamson said hired him to kill Bolles. The IRE articles alleged that Marley and others, including notorious mobsters, operated a gambling wire service in Phoenix in the late 1940s.

The IRE won the suit after five years and at a cost of close to \$250,000.

Was the IRE Arizona project a worthwhile undertaking?

In March 1982, Greene spoke at *The Arizona Report — Plus Five*, a symposium sponsored by the University of Arizona Department of Journalism. The symposium examined the conditions in Arizona five years after the Bolles homicide and re-evaluated the team reporting concept.

"Looking back over the five years, I have no regrets. I would have done very little differently," he said. "We tried to do it right. I think that's all that any of us can hope for." ¶

(getting involved) is the *New Times*, which will have an anniversary issue concentrating on police misconduct in the case," he said. "I'm not aware of anybody else doing anything except maybe an anniversary editorial on the second of June."

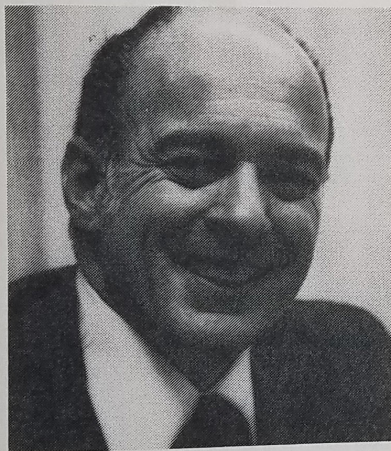
Robertson said two *Republic* reporters are working on a package of stories scheduled to be published Sunday, June 1.

People involved in the Bolles case will be profiled, "from (Governor Bruce) Babbitt on down," he said. The issue will focus on how their lives have changed and how their careers have been affected.

The *Scottsdale Progress* and *The Arizona Republic/The Phoenix Gazette* have long followed separate paths in the Bolles case.

Marshall said there are many theories as to why the Phoenix newspapers have not cooperated with the *Progress'* continuing investigation of the Bolles homicide.

"My theory is that they came out so



Marshall

strongly at the beginning, they solved the crime in their minds, wrote the whole thing off and later paid \$33,000 in reward money. We've embarrassed them," he said.

(The day Bolles was blown up in his car, the *Republic and Gazette* offered a \$25,000 reward for information leading to the arrest and conviction of those responsible for the bombing. Contributions from citizens and \$1,000 in state funds authorized by the governor's office, swelled the fund to more than \$33,000.)

"What we're doing is what the Phoenix newspapers should have done," Marshall

said, "but by coming in late they would look foolish. So now they just hope everything will go away."

Robertson said *The Arizona Republic* has seen no support in the Scottsdale newspaper's information.

"The case hasn't progressed in the last five years," he said.

Marshall said he tried working with the Phoenix newspapers at one point, but former publisher Clarence Darrow "Duke" Tully "didn't like us because we occasionally got some good publicity and it detracted from him . . . he was such an egotist . . . there was no point in trying."

Robertson said Tully's personal feelings had no bearing on the *Republic's* policy on the Bolles case.

Marshall said he thinks the attorney general's office is eventually going to have to reopen the investigation.

"I think we're going to have so much information pretty soon, other newspapers are going to start joining us a little more.

"So far, the *New Times* did a couple of good pieces. The *Mesa Tribune* has done a little bit and the *Star* has done a little bit, but that's about it," he said.

Devereux said one of the greatest disservices the press performed was to pay little attention to what Bolles said after the explosion.

After the explosion, the mortally wounded Bolles said, "Adamson, Emprise, the Mafia." He may have meant "Emprise" as a reference to the dog-racing industry of the state and "Mafia" as anyone in Phoenix with an organized-crime background, Devereux said.

"I think Bolles knew what he was working on, and where the risk lay. Most reporters have a good idea of where the jeopardy might come from in anything they're working on," he said. "I think that's what happened to Bolles."

Devereux said that he, Jerry Seper, formerly of the *Republic*, and several others became aware that Bolles was working very intensely on the dog-racing industry the last months of his life.

"We have gradually, in our own ways, found out that Bolles was very actively involved in a rather cautious (in the sense that he was not telling a lot of people about it) investigation at the time he was killed," Devereux said. "He was bragging about some things he was about to blow open having to do with what he felt was a

financial relationship between the dog tracks and organized crime . . . some kind of pay window that was not supposed to be there.

"If what we have found out is true, something happened to Bolles' own notes and files from his last six months. One of the great unresolved enigmas of this investigation is, where did that stuff go? I haven't the faintest idea where the stuff



Devereux

went. It would shed a great deal of light on what happened to Bolles."

Early said the real tragedy in the Bolles case is that the work Bolles did, investigating organized crime, is not pursued much anymore.

"Organized crime didn't go away," he said, "newspapers and communities need to report on organized crime as much as it does any other form of crime."

Devereux said Bolles was a good journalist who had been around Phoenix for quite some time. He could be very irritating and he made people angry at him.

"None of that justifies blowing him away as they did," he said.

Devereux said he finds it difficult to walk away from a situation once he is convinced something is wrong.

"If you know something, if you believe in something, you have an obligation to do something about it, especially when nobody else will do so," he said. "Marshall has done this out of conviction and so have I."

"I think the news media could, if it wanted to this year, break the Bolles case," Devereux said. ¶

# Law firm balances media hotline with interests of clients

By Phyllis Winfield

When conflicts of interest precluded Arizona's media hotline from counseling *The Phoenix Gazette* last year, the question arose on how the law firm operating the hotline would balance its obligations as a media consultant and as a legal counseling firm for other clients.

One conflict of interest occurred in 1985 when Edythe Ysasi, a reporter for the *Gazette*, sought release of financial records on ARA food services and its contract with the Phoenix Civic Plaza. Ysasi called Brown & Bain, the law firm operating the Freedom of Information Hotline, but was refused counsel because the firm also represented ARA food services.

In a second incident, Ysasi was again refused counsel by Brown & Bain when she sought release of financial information on the contract for the state auto emissions test program between Hamilton Test Systems and Gosnell Corp. in June 1985. Hamilton Test Systems, a private company, leases the auto emissions test stations in Pima and Maricopa counties from Gosnell Corp.

In both instances, Ysasi was referred by the media hotline firm to the *Gazette's* own lawyers.

The *Gazette's* attorneys later determined that the financial records on government contracts with ARA food services and Hamilton Test Systems were public documents that should be available to the press.

Ysasi wrote a third-person article, titled "Law firm's hot line in media hot water," about Brown & Bain's refusal to help her secure release of the public documents. The article was published June 17, 1985 in page A4 of the *Gazette*.

Although the story carried Ysasi's byline, it never mentioned her as the reporter who had the problems getting information from Brown & Bain. Ysasi said the idea for the media hotline story was hers.

"I would have liked them to refer me to someone else. I can understand they were

ethically obligated to do this. But we were trying to get a story prepared in a short amount of time. I don't think this was a deadline story, but I did have time limits. It would have been nice if they would have said, OK, call this number and talk to this lawyer.'

"Instead I had to wait for the newspaper's (the *Gazette's*) attorney to be available. But, I can understand the ethical question," Ysasi said.

"The hotline should be just that. It should be available to all questions at all times. If there is a conflict . . . maybe we should look either at a different firm, or the possibility of a group of firms so that we would never have this happen. The emissions story was just one. I had two in that week (that she was refused counsel by Brown & Bain)," she said.

"That's why I thought the (media hotline) story was necessary because there were two instances where there were major stories."

The *Gazette's* writing style forbade Ysasi mentioning in the media hotline story that she was the reporter refused help by Brown & Bain, said Ysasi and Lois C. Boyles, the *Gazette's* city editor.

"That's just our style. I had no choice in that," Ysasi said.

"When you say, for example, 'Joe Blow did not return the reporter's call,' it's always the reporter whose byline is on it," Boyles said. "That's understood in all journalism circles."

"As far as I'm concerned, that's an understood thing. If we didn't write any of those stories, we wouldn't write very many at all. . . .

"I don't believe we said they (Brown & Bain) had a conflict of interest. We simply laid out the facts that they didn't answer and that they did have these people as clients. Our job is to lay out the facts and then the reader can make up his or her own mind," Boyles said.

**B**rown & Bain's refusal to help Ysasi in these instances was discussed at the July 1985 meeting of the First Amendment Coalition of Arizona.

The coalition did not regard these conflicts of interest as detrimental to the law firm's ability to serve Arizona journalists, said V. Max Jennings, *Mesa Tribune* executive editor and president-elect of the coalition.

"Any law firm is required by law to disclose a conflict of interest. It would have been illegal for Brown & Bain to have refused to disclose any kind of conflict of interest," Jennings said.

Jennings' comment refers to the Rules of Professional Conduct for lawyers, which precludes attorneys from answering questions about their clients if that information might harm the client's interests.

There have not been enough instances precluding Brown & Bain from counseling journalists to warrant concern about the law firm's abilities to operate the media hotline, Jennings said.

*"The hotline should be just that. It should be available to all questions at all times."*

— Edythe Ysasi

The law firm has had no problem balancing its obligations to journalists with its role as legal counselor for other groups, Jennings added. The media hotline should be available to all working journalists in the state, he said.

Legal counsel from the media hotline is available to all Arizona journalists and journalism students, said David Bodney, a partner at Brown & Bain.

"If someone calls and we have a conflict, we tell the caller right up front, 'We've got a conflict. I'm sorry we can't give you that information and we don't take any information from them that would in any way put us into a conflict,'" Bodney said.

"We suggest to the caller the names of other law firms that might be in a position to assist them if they do not have their own regular counsel. Of course, if they have fall-back lawyers that they normally use, we suggest that they see their regular counsel."

Following the July meeting of the First Amendment Coalition, Brown & Bain decided to refer journalists to other lawyers when conflicts of interest disallowed the firm's counseling reporters.

"We have had maybe three or four calls out of over 500 calls we've received where there were conflicts of interest . . . It has not been a serious problem," Bodney said. ¶

# Republic's publishing duties split in two

## Newspapers try new direction after Duke Tully resignation

Articles by David Watson

During George W. P. Hunt's seven terms as Arizona's governor, the joke in political circles was that on election day, Democrats would call up the last county to report and tell them how many votes they needed.

In 1946, Eugene C. Pulliam came West.

When Pulliam died in 1975, *The Arizona Republic* and *The Phoenix Gazette* inherited his aura of Republican political mystique. As owner and chief he watched over the entire operation, lending the impression that the publisher ran the publications single-handedly, then used the same hand to stir up politics. When Clarence Darrow "Duke" Tully became publisher in 1979 he elected to follow Pulliam's political example.

Perhaps realizing that control of the state's two largest newspapers was too much to grant one person, Phoenix Newspapers Inc. has now divided the publisher's duties between a general manager and a publisher, splitting the news and business sides of the organization equally.

The new situation is similar to the arrangement after Pulliam's death in June 1975, but in that case the publisher had the final say. Now disputes between the two executives will be settled by the corporation's board.

L. D. "Pat" Murphy was named publisher in March. He denied that the newspapers had any direct political influence, especially through the publisher. Asked about Tully's personal influence in political matters, he replied, "That's a myth that's carried over from the Hearst days."

Murphy helped Pulliam found the Phoenix 40 in 1975, but is no longer connected with the organization, which is made up of local businessmen who use their combined influence in an attempt to benefit the community. He said he is not a member of any fraternal organizations and told people when he accepted the publishing position he would not join anything.

"I don't believe that publishers should have a 'political image,'" he said, adding that his friendships with political figures should not mark him as being influential in those areas.

He said Tully's friendship with Rep. John

S. McCain III, R-Ariz., was a similar situation. As executives of a large corporation, publishers were in the same social circle as other high-powered businessmen and politicians, whether they wanted to be or not.

Murphy had been editor of the *Republic's* editorial page from 1972 to May 1985, when he became the newspaper's political columnist. In the *Republic* article announcing him publisher, he said the change was his own choice, because he was "getting stale" on the editorial page.

He also told the newspaper he was influenced by a Tully move to have the *Republic* endorse a political candidate over the objections of Murphy and the editorial board.

Murphy said the new job offer was unexpected. In fact, he told the *Republic*, when he entered the office of Eugene S. Pulliam, PNI president, he was surprised to find Frank E. Russell there also. Russell is president of

Central Newspapers Inc., PNI's parent company.

"I said to them, 'Uh-oh. Am I being called to the woodshed? What did I do now?'" the article quoted Murphy as saying.

Murphy was then offered the position of publisher, a job he said he would have refused previously. But after the duties were divided, William R. Hogan became vice president and general manager, in charge of the newspapers' business side, which Murphy had no interest in. With the split, Murphy only would be in charge of the news operation.

"It became a very interesting challenge," he said.

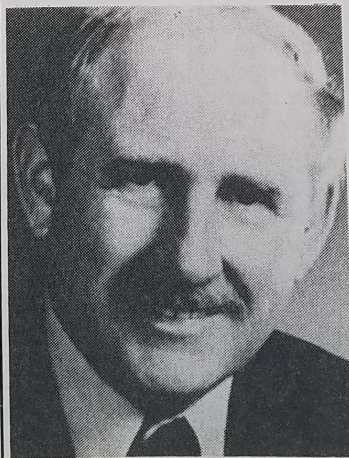
As both an editor and columnist Murphy had managed to incense some readers with his opinions.

He most recently caused a stir in the Jewish community with a Dec. 8 column questioning whether American Jews' "loyalties lie with the United States or with Israel." At least two meetings with leaders of the Phoenix Jewish community followed.

## Shover talks about Tully: the publisher's

Clarence Darrow "Duke" Tully resigned as publisher of *The Arizona Republic* and *The Phoenix Gazette* Dec. 26, after it was revealed that he had lied for 30 years about his career as an Air Force pilot who had seen action in Korea and Vietnam. The community was shocked.

When stories a few days later reported that William R. Shover, director of community and corporate services for Phoenix Newspapers, had known of the deception since Oct. 23, there was another outcry.



Tully

Letters to the papers' editors charged Shover with guilt by association. They questioned the integrity of the newspapers for keeping him on, and naming him as one of three people to manage day-to-day operations until a new publisher was found. L.D. "Pat" Murphy, then a columnist, attacked Shover in a page-two article for covering up the facts.

When contacted by telephone for his own comment, Tully said, "I'm not giving any interviews," and hung up. Shover repeated in interviews that he felt nothing would have been served by Tully's admitting the lie. But there was more to the story.

"I thought he was in danger," Shover disclosed to *The Pretentious Idea*. "But someone else would have to tell you that; that's why I advised him to get psychiatric assistance."

"At that time, I had a special job description. I was to be his adviser, his critic and his confidante."

"When he told me this, he was a very troubled man. I won't go into all the details, but anyone who had compassion for another person, I think, would have acted the same way. The man was not himself. . . I got a letter from him which indicated he was near a breakdown."

After talking with Shover in October, Tully changed his company biography, removing the

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Murphy met informally with the regional director of the Anti-Defamation League of B'nai B'rith on Jan. 6. The same day three representatives of the Jewish Federation of Greater Phoenix met with members of the two newspapers' editorial boards. Murphy was not present. The group asked the *Republic* to run an article dissociating itself with the Murphy column. The newspapers declined the suggestion, but told the representatives they could write a letter to be published, which the group refused.

The Federation representatives later asked Murphy for a meeting, which they said he refused. Murphy said he did not.

"I said, 'Well, how many people do I have to meet with?' " to find out who spoke for the Jewish community, he said. "I never refused to meet with anyone."

Florence Eckstein, owner and publisher of the *Greater Phoenix Jewish News*, noted that as a journalist Murphy had a right to write opinion columns. She said that both as an editor and as a columnist he wielded a lot of power.

"I think that his perceptions of American Jews are off base," she said. But she added that "his writing is clearly opinion, and not

fact."

Eckstein said she was "flabbergasted" when she heard of Murphy's promotion.

"I just thought that someone would be brought in from another community," she said. "I'm anxious to see what happens."

Eckstein said of the newspapers' political power, "They have made and broken candidates, absolutely. No question about it." But she added that in recent years, "They really seem to be going out of their way to provide balanced coverage."

**T**he *Republic* and *Gazette* under Pulliam had a reputation for leading the state. Being in charge of both the news and the business sides of the newspapers, Pulliam gained more influence from the consolidated control, which he combined with his own strong beliefs of what was good for Arizona.

In 1978, *The Pretentious Idea* noted that there were numerous occasions where legislators changed their stance, conforming to *Republic* editorial positions. In 1970, for example, a ballot question on state employee salaries was rewritten on election day to match the *Republic's* opinion.

In 1974, Pulliam's strong stand against an

elevated central freeway through Phoenix led to its demise. Bonnie Bartak, assistant to Phoenix Mayor Terry Goddard, said with the newspaper's opposition, the measure for the freeway was soundly defeated in the first election. Goddard, a Democrat, was the lawyer for the opposition group, she said.

Asked what kind of forces Pulliam rallied, Bartak said, "Everything he could do: talk to his friends, run editorials. . . . Those were back in the days when he ran the town."

Editorials were not the only source of Pulliam's political power.

"He had an iron hand and he used the news side of the paper in an attempt to influence people regarding their political persuasion," said Sen. Dennis DeConcini, D-Ariz.

"If you were a Democrat, you had a hard time getting a fair shake."

DeConcini said that things changed when Tully became publisher.

"To the credit of Duke Tully, who doesn't have much credit anymore, he insisted that it be objective, news reporting of public and elected officials, and that has been advantageous for the Democrats," DeConcini said.

"It doesn't mean that they've supported us

harm no one but himself.

"I thought I was the only one who knew this, and his minister.

"We independently agreed that we would not do anything about it, because it had nothing to do with Duke's performance as a newspaper executive, it was a frivolous thing he started as a young man.

"I decided to take the path that I thought would be best for the newspapers and Duke Tully."

As for Tully's work, Shover remains impressed. "He did a lot. He was a good publisher. He brought a lot of things to this organization we had not done before, and I admire Duke for his achievements."

Shover said he believed the incident had a positive effect on the credibility of the *Republic* and *Gazette* because of the depths they went to in covering the story.

They don't question the papers themselves, he said. Shover added that he received only two critical letters and one phone call, but was sent 400 letters of support. He said he still feels he made the right decision.

"People looked at the Duke Tully matter as a personal thing of a man who happened to be the publisher," Shover said.

"The day he left, it's like pulling your hand out of a bucket of water. It all goes back to where it was before." ¶

Shover



with Shover, who was still unaware of the *Republic's* investigation. Shover asked him not to say anything. Collins refused.

Tully resigned the same day. He checked into a hospital in late December and in the following months underwent counseling. On March 12 the Wick Communication Co. announced that Tully would become publisher of the *Williston (N.D.) Daily Herald*, which has a circulation of 9,000, and be chief operating officer for two of its weekly publications.

When told of the charade, Shover said, he made sure Tully had not used it for any gain.

"I viewed it as a personal problem. It had nothing to do with Duke as a publisher. He

references to his fictitious military career — a move that came too late.

Maricopa County Attorney Tom Collins, incensed at a series of articles the newspapers had published in July questioning his travel expenses, was looking into the publisher's past. Collins said he believed Tully ordered the newspapers' staff to "get him" because of his stand against the sale of pornography, which Tully condemned as a violation of the First Amendment.

Shover denied that Tully ordered the series.

"People seem to think that newspaper executives have a great amount of control and it's amazing how little control we have."

When a former *Republic* reporter told Collins he thought Tully had lied about his history, Collins began to check official records.

Additionally, when Tully changed his biography he aroused the suspicion of several *Republic* employees, who began their own investigation.

Shover said had they completed it the newspapers would have published the truth.

"I've been told by Rich Robertson, the city editor, that had it been a week later, we would have had the story. We would have revealed the whole thing."

Collins beat them to it. Two hours before the press conference he had called, Collins met

on the editorial pages; quite frankly, they have criticized me a number of times, but they do not slant the news against you," he said.

"They have on occasion been very critical of prominent Republicans," DeConcini said, "But I dare say if you add it up they support Republican candidates far more than Democrats."

As for the idea of the *Republic* being a Republican paper, Murphy said that statistically, "For the last 20 years it has mostly supported Democrats on the editorial pages," he said.

"We're in trouble with some Republicans because we're so high on Bruce Babbitt," the Democratic governor the papers have supported in two elections, Murphy said.

**P**ulliam's death resulted in his wife, Nina, becoming publisher with the job's overall duties split between two people. In 1977 Tully was brought in to manage the business operations. In 1979 he was appointed publisher, once again combining the positions Pulliam once held. Tully also began to emulate the former publisher's political maneuvering.

Pulliam had helped establish the political careers of Republican Sen. Barry Goldwater and former governors Jack Williams and Howard Pyle. Goldwater was numbered among Tully's close friends, as was McCain, whom the *Republic* strongly supported in the 1982 and 1984 elections.

Bartak was asked whether Tully was as politically influential as Pulliam.

"I think he tried to be. He didn't have the same connections as Mr. Pulliam did," she said. "(Pulliam) built the newspaper, and he grew with the town."

Tully was also a member of the Pulliam-founded Phoenix 40. The group has included various *Republic* and *Gazette* executives from the beginning, including the papers' director of community and corporate services, William R. Shover. He is now a non-voting member.

Asked about Phoenix Newspapers' political power, Shover said, "I don't like to use the word 'power'. That implies something. I prefer the word 'influence', and I think that the papers have enormous influence, and the potential for influence."

"We will never be as heavy-handed as we once were about candidates," Shover said. "We will write modest editorials on occasion recommending people, but we're not going to pound people over the head about candidates and issues."

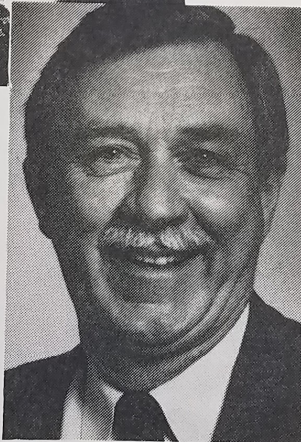
Jay Brashear, editor of the editorial pages

of *The Phoenix Gazette*, said "We have never endorsed candidates as either an exercise of power or an exercise of influence."

He said candidates are recommended, but readers are urged to look into the individuals on their own. He said he thinks the lower political races are helped most by the listings of and recommendations for candidates, because candidates for higher



Hogan



Murphy

offices are more visible and easier for the public to gather information about.

Brashear said most editorial policy is generated from a group made up of the editor and his six-member staff.

There is also an editorial board for the newspapers that includes the publisher, the managing and editorial editors of both newspapers, the publisher of *The Phoenix Business Gazette* and the president of Phoenix Newspapers.

As for Tully's personal influence on the editorial pages, Brashear said, "For the most part he was happy to let his editors (and the editorial page staff) call the shots."

Tully resigned December 26 after a press conference by Maricopa County Attorney

Tom Collins revealed that he had fabricated the military career he had boasted of for over 30 years.

Collins charged later that the newspapers' influence under Tully's direction did not stop at the voting booth.

He said he believed the newspapers also exercised power by "telling politicians how to vote, what actions to take, what they ought to say, telling them what they should support, telling legislators what the laws ought to be."

Shover dismissed the allegation. "We don't do that. Our philosophy has always been 'we'll recommend you for office and then you're on your own.'"

"We have never, and I have never given a marching order to an elected official — if I did, he better tell me to go to hell."

Bartak said that the mayor's office reads the newspapers, but has received no direct advice from them.

"We don't have that happen here," she said.

**W**hen Pulliam formed Phoenix Newspapers to buy the two newspapers, the ratio of Democrats to Republicans was 4-to-1. Pulliam pledged to make Republicans a stronger party in Arizona politics and to establish a viable two-party system. He ultimately succeeded. Between the two major parties, the state is now about 52 percent Republican.

As Arizona's population and the Republican rolls increased, so did the newspapers' circulation.

At the same time, Pulliam made Phoenix Newspapers dominant in Arizona politics, often so dominant that the legislature reflected Pulliam's opinions. It gave the public the image that the newspapers ran Arizona.

Though Pulliam is gone, the image remains, despite the company's attempts to shake it. The latest management change is another step, and the era they are entering should bring them closer to what newspapers constantly strive for — the elusive image of total objectivity.

Murphy said he doesn't expect to make any sweeping changes in the organization soon. He said he would like to begin another investigative reporting team, and to add news bureaus in other states and in Central and Latin America to improve the newspapers' coverage. He added that he thinks the *Republic* and *Gazette* have good staffs, resources and good ideas.

"I think the paper is generally headed in the right direction." ¶i

# Kimball cries foul to Phoenix newspapers' campaign coverage

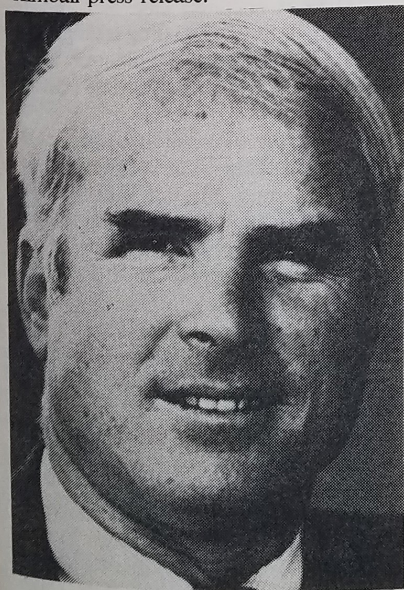
By James S. Ridge Jr.

**A**lthough the "iron handed" days at Phoenix Newspapers Inc. ended in 1975 after Eugene C. Pulliam's death, one Arizona politician is finding out that *The Arizona Republic* and *The Phoenix Gazette* still pack a potentially lethal political punch.

Richard Kimball, a Democrat who recently resigned from his position as Arizona Corporation Commissioner, is running against Rep. John S. McCain III, R-Ariz., for the U.S. Senate seat being vacated this year by the retiring Barry M. Goldwater, R-Ariz.

Recent attacks against him in the newspapers' political columns are placing doubt in the minds of some of his supporters and causing his campaign severe financial difficulties, Kimball said.

To demonstrate this perceived bias, Kimball cited coverage of what he called his first major fundraiser on March 1. Instead of giving the speech fair coverage, Kimball said, *Republic* columnist L.D. "Pat" Murphy, who is now publisher of both newspapers, wrote a political column about the misspellings that he found in a Kimball press release.



McCain

In the column, which appeared in the morning newspaper the day of the 7:30 p.m. speech, Murphy pointed out that Kimball staffers had misspelled Democratic Congressman Morris K. Udall's nickname, 'Moe' instead of the correct 'Mo' and had omitted one of the 't's' from the end of Gov. Bruce E. Babbitt's name. Murphy said the press release "also announced that Kimball would take part in the Great Peace March rally in the Los Angeles Coliseum at 12 noon — but failed to mention the day or month."

In the Sunday March 2 edition of the *Republic*, no story appeared on the Kimball speech and fundraiser. On page B14, a news story by staff reporter Don Harris focusing on the financial aspect of a large campaign mentioned both senate candidates. On page B15 of the same issue, the headline "McCain seeks senate race win on foes turf" appeared on a second story by Harris which again mentioned both candidates.

"The people who pay attention to politics, including persons who contribute to campaigns, are being influenced the most (by the columns)," Kimball said. "Quite frankly, it's devastating our campaign."

Murphy said that the mistakes in Kimball's press release needed to be pointed out, that the work done by the candidate's staff had been "embarrassing," and that he has talked to some prominent Democrats around the state who said they have been "flabbergasted" by the poor management of Kimball's campaign.

"If he gets up and makes a poor speech or the texts of his speeches are filled with all types of typographical or factual errors, then that's news," Murphy said. "Here's a man who wants to be in the United States Senate and he has that kind of sloppy staff work? What's going to happen when he starts drafting major legislation?"

Bill Stephens, a Democrat who was the majority leader of the Arizona House of Representatives from 1960-62, said that



Kimball

the *Republic* and *Gazette* are damaging Kimball's campaign in several ways.

"They are hurting Kimball badly," Stephens said. "They do that through the sin of commission as well as the sin of omission. They comment poorly on his performances, his speeches, and his statements and omit newsprint about him."

Murphy said, "Kimball is not doing much to make news. We have covered everything he's done, and he hasn't done that much."

"Our coverage hasn't placed Kimball in the best light, but certainly it has been honest and fair."

McCain offered a similar opinion of the *Republic's* coverage of Kimball. "In my opinion he has gotten fair coverage. I've had some criticism in the newspapers myself."

Kimball said he has never had a good relationship with the newspapers and that he still "has some real problems with them." He said that he had numerous disagreements with former *Republic* and *Gazette* Publisher Clarence Darrow "Duke" Tully.

Although he likes Murphy personally, his political relationship with the newspapers might be worse now, Kimball said.

According to a March 11 story in the *Gazette* announcing his hiring as publisher, Murphy "will be responsible for the news and opinion content of both newspapers."

"Pat has a real knee-jerk reaction to my opponent (McCain)," Kimball said, "and he allegedly helped him get his start in politics here."

"I think that's an insult to the voters of District 1," McCain said. "They can certainly decide on which candidate to vote for without a newspaper's help."

McCain, who moved to Arizona shortly before his first successful campaign for Congress in 1982, came from far behind in the polls to win during that election. Some argue that the Phoenix newspapers had much to do with that comeback. Others believe that the highly decorated Vietnam fighter pilot and prisoner of war could have won the election on his qualifications and charisma alone.

When Kimball announced his candidacy for the Senate on Oct. 15, he ignored discussing McCain's congressional record, and instead he attacked Tully for what he called heavy-handed tactics and the desire to place McCain in the Senate before the democratic process had time to take place.

The next day, Murphy, then a member of the editorial board, shot back at Kimball with a column accusing him of "political theatrics" and his seeming intent to act out a "political farce."

The battle had begun and Kimball said that at least a half dozen columns have been written against him since that time. Kimball said that although he has written one letter of protest to Murphy, he does not want to write the editorial board because he thinks it would cause more negative articles to flow from the newspapers. Murphy said that receiving only one letter of protest from Kimball signified to him that the columns were indeed fair and accurate.

**T**he Kimball-McCain Senate race is far from over. In fact, Murphy said, the papers are still deciding on which candidate to endorse. Since the papers have always strongly backed McCain, and have never backed Kimball, it seems logical to assume the two-term congressman will probably get the nod, but Murphy said that that would be a premature assumption.

"There's a heck of a campaign to develop and I think that Kimball deserves a fair and open hearing from everyone," Murphy said. "There has been no decision yet, no matter what we've done in the past. We don't even know what the issues are yet."

Stephens disagreed. He said that he thinks the executives at the Phoenix newspapers are anti-Democrat and want to make the state solely Republican.

"We try to be fair about candidates and issues," said William R. Shover, director of community and corporate affairs for the newspapers. "It has nothing to do with political affiliation."

Although the newspapers are known to be conservative, they have backed

Democrats in the past including Phoenix Mayor Terry Goddard, in his second campaign. In his first, they backed Republican Pete Dunn. They have supported U.S. Sen. Dennis DeConcini and Babbitt, both Democrats, as well.

"In the last few years we have gone more towards the center," Shover said. "You can read both papers and see that."

fi

## Republic, Gazette institute mandatory drug testing

By Richard Dyer

**T**he Phoenix Gazette and The Arizona Republic joined the ranks of The New York Times and Los Angeles Times this year when management at Arizona's largest newspaper base implemented a drug testing program for its employees.

Drug testing programs come amidst a growing national trend for the removal of drugs from the workplace, according to "Drugs On The Job," the cover story for the March 17 issue of Time.

USA Today reported identical findings, including that 25 percent or more of the Fortune 500 companies have drug testing policies ranging from pre-employment testing to tests following industry-related accidents.

The Phoenix Newspapers Inc. implemented its program this year to curb an alarming number of industrial accidents. Test results of those tested since the program started have been negative, said Eldon A. Case, director of employee relations for The Arizona Republic, The Phoenix Gazette and the Arizona Business Gazette.

"Anyone who has a worker's compensation injury that needs to be treated at an outside facility will be given a drug test," Case said.

Case said his research had shown that drug testing was an effective way to reduce the number of industrial accidents.

"We wish to provide a safe drug-free work environment and we feel if we don't take this kind of action we are not living up to the obligation," he said.

"Next year we hope to initiate pre-employment urinalysis. Next, would be periodic drug testing of R & G drivers," said Case, who is the overseer of the program.

He said six of the seven unions represented at the R & G either went along with the drug policy or agreed that it was a viable way to stop drug abuse on the job.

"There has been no constitutional reaction by employees. One union objected because the testing is a change in working conditions. They claim that it is a violation of contract rights - not civil rights," he said.

Case declined to comment on what union was against the policy.

"Hopefully, we'll be able to persuade them. Whether union or non-union, we wish to treat them exactly the same," he said of the dissenting union.

The Phoenix office of the American Civil Liberties Union said they have not been contacted by any employees from the R & G.

"There is no direct case or complaint objecting to the R & G drug testing," said Allen D. Patterson, a volunteer at the office who is on the ACLU state board of directors.

"We're not into an argument about the R & G drug testing. The ACLU objects to wholesale testing, like just marching them up to take a sample," Patterson said.

Case said there were three drug-related deaths of employees at the R & G in the last three years. One was an overdose/suicide and the other two were accidental deaths with needles. Also, there have been some drug-related employee arrests, he said.

Body searches are not done on the premises, unless an arrest has been made by the police, he said.

"I can't anticipate any body searches... unless it gets to the point when there is absolutely no discourse. I don't anticipate that it will (be done) in the future. Drugs are within the body - not something you

would carry around with you," he said. "We wish to reduce industrial accidents and reduce the use of drugs in the workplace," Case added.

Neither *The Arizona Daily Star* nor *Tucson Citizen* have a drug testing program.

"We don't have any plans for one," said V. Dale Walton, *Tucson Citizen* managing editor. "We have not had any problems at work because of (drugs)," Walton said, adding that if the need arose, a program could be implemented.

Carol McIntyre, administrative assistant at Tucson Newspapers Inc., said that there is no drug testing program at TNI and that there are no plans to implement one in the future. TNI manages the circulation, advertising and the backshop for both of Tucson's newspapers.

Stephen E. Auslander, executive editor of *The Arizona Daily Star*, agreed with McIntyre's answer.

Case said the need for drug testing at the *R & G* was substantiated by the large number of marijuana butts, cocaine packets and other paraphernalia that were found in the building.

"A general indication was given when there was (seen) a haze of marijuana smoke in remote areas of the plant," he said.

He said the newspapers' rules concerning alcohol and drug usage on the premises are rigid. Discipline is required of any employee found consuming or possessing drugs or intoxicants.

A Phoenix-based industrial physician contacted Case last year and reported that he was treating *R & G* employees for drug-related problems, Case said.

"He (the physician) said they were all or mostly from one department and were mostly new people," Case said, adding that the physician declined to tell him which department the employees worked in.

"We have a serious problem. It is a manifestation of our society. How deep the problem is, I don't know just yet. The finding of the drug paraphernalia put us on the track," he said.

Case recounted a 1984 American Newspaper Publishers Association survey that compared *R & G* rates of industrial accidents with other newspapers of the

same size. He said their number of accidents and the amount of lost time were more than 50 percent above the other newspapers in the category. He said their rate was even higher than that of industrial mining.

Case said that in 1984, there were 331 industrial accidents at Phoenix Newspapers Inc. The accidents ranged from one death to incidents resulting in cuts that were treated at outside facilities. *R & G* employees were in 18 automobile accidents that year.

The number of accidents was reduced to 248 in 1985, of which 13 were automobile accidents, he said.

"The industrial accidents rate was totally unacceptable," Case said.

After extensively researching the

in a 10-day suspension without pay and further refusal will result in termination."

The memo gives instructions for on-the-job injuries that are treated at a different facility, saying that a urinalysis test must be given within 72 hours.

Case said there have been 15 work-related accidents since the plan was implemented in January. It is too early to tell if there has been a decrease in accidents this year, he added.

"The treatment of the injury is first. Then they are required to submit to urinalysis testing. Urinalysis is not an invasive procedure. It does not penetrate the body like a blood sample," he said of alternative drug tests.

"There have been no positive findings and I hope we never do."

Case said marijuana levels can be seen in urinalysis tests even 75 days following exposure.

He said that if a urinalysis test shows that a person has taken drugs, the employee, a union representative and Case will meet to determine the next course of action.

"If the drug level is high, full-time employees will be offered the drug rehabilitation program. We have an excellent drug rehabilitation program, for drugs and alcohol. It is not of much value if they do not use it," he said.

The program, which could last 30 days and cost up to \$5,000 a participant, would be paid for by the company, Case said. The employee would also receive sick pay while in the program.

"If it is barely positive, we would demand a periodic drug screen, depending on the level of addiction. If it continues to be positive, they would be offered either drug rehabilitation or termination. We are not looking to fire people," he said.

An employee found with a positive level of drugs in the sample will be retained at the *R & G* unless certain circumstances arise, Case added.

"If they don't go by the rules, they don't remain with us. The program wouldn't work if it was voluntary."

All information about the urinalysis test is kept confidential and internal, with only the employees' immediate supervisor, Case and the employee having the results.

"We are not out to tar and feather anybody. We want to solve the problem," Case explained. ¶

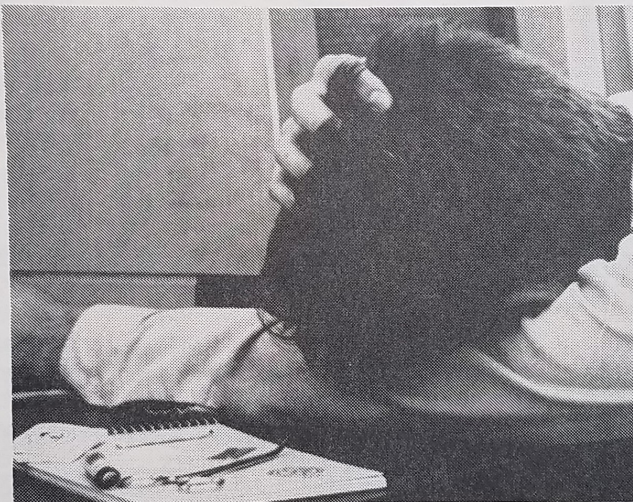


Photo illustration by Janet McCoy

legalities and terms of a drug testing program, the *R & G* began their program.

"We found in our research that drug analysis can be given if you expect (it)... and that it is uniformly applied. If a person has an accident, we want to know why and we apply it uniformly," he said, adding that everyone, including top management in the company, is required to submit to drug testing if they are involved in an industrial accident.

In a memo to employees, the newspapers said persons who experience industrial injuries must complete an occupational injury report and if attention is required, report to one of seven hospitals in Phoenix, Mesa or Tempe.

The memo states: "When you report for treatment at one of . . . the locations, identify yourself as an employee of the *Republic & Gazette*, you will be given an urinalysis test for chemical and alcohol use. Refusal to take a urine test will result

# Tucson

## Pulitzer Prize

### *Sparse Daily Star coverage questioned in stock battle for family corporation*

By Inger Sandal

**Editor's note:** This article was compiled from information gathered before April 14.

**T**he Arizona Daily Star, the state's third largest newspaper and number one in the Tucson market, is one prize in the corporate battle raging over control of the Pulitzer Publishing Co. However, the Star has relied solely on wire service reports to keep its readers informed of the fight.

At stake is a 107-year tradition of Pulitzer family leadership of the company, owner of the St. Louis Post-Dispatch, two Phoenix radio stations, seven television stations in Omaha and Albuquerque, and a string of weeklies in the suburbs surrounding Chicago, as well as the Star.

By mid-April, the Star carried some 56 inches of Associated Press coverage and one eight-inch article from The New York Times on the Pulitzers. Star Executive Editor Stephen E. Auslander said: "We ran the AP stories; I thought they were adequate."

Two speciality publications, the St. Louis Business Journal and the St. Louis Journalism Review, have covered the story in-depth.

"I haven't seen the St. Louis Journalism Review. I'm not sure that people in Tucson are really wanting that extensive coverage," Auslander said.

When The New York Times on April 13 ran a 60-inch layout and story headlined "And Now the Pulitzers Go to War," the Star picked up 29 inches of the story under a Times byline. The Sunday Times circulates in Tucson.

Readers receive unbiased information from the AP stories because they come from a disinterested third party, said

Stephen E. Emerine, Star managing editor.

**T**he Pulitzers remained managers as well as majority stockholders of the company until March 31, when Joseph Pulitzer III officially split his position as publisher and editor for the Post-Dispatch between two long-time lieutenants. He remains the company's chairman of the board.

Dissatisfied minority stockholders filed a lawsuit the same day against Joseph Pulitzer III, his half-brother Michael E. Pulitzer, and their cousin David E. Moore because they blocked a takeover attempt supported by the plaintiffs.

*"It became clear to us that management was going to take every opportunity to enrich themselves and ignore the interests of the shareholders."*

— Peter W. Quesada

Michigan real estate developer A. Alfred Taubman offered \$500 million in February for complete control of the Pulitzer company. His offer was rejected March 18 by nearly 70 percent of the stockholders.

"That was a pretty simple vote to take," said James Snowden, a financial adviser for the company. "The offer at that point in time was Taubman's offer to acquire the company for 500 million (dollars) and there were independent experts who have said that the company, on a break-up basis, is worth something

probably near 700 million (dollars)."

On April 7, Taubman increased his takeover offer to \$625 million. That bid was immediately rejected by the shareholders.

According to the St. Louis Business Journal, the Pulitzer Publishing Co. reported profits of \$20.02 million for 1985, reflecting a compounded annual growth of 24 percent since 1981, when profits were \$8.46 million.

The lawsuit, scheduled to go to court May 12, alleges that the majority group of shareholders has fraudulently misrepresented the company's value and has used its authority to consolidate its management position.

Michael Pulitzer, who has acted as the spokesman for the majority, declined comment because of the impending litigation.

The dissident group is headed by the Pulitzer's sister Kate Davis Pulitzer Quesada and her sons Peter W. and T. Ricardo Quesada. Other plaintiffs are Gordon, James and William Weir and Clement Moore who are all cousins to the Pulitzers and the Quesadas.

The Pulitzers and David Moore own about 55 percent of company stock, the Quesada's own about 20 percent and other family members divide the remaining 25 percent.

Eighty-percent of the company's stock is voted by a trust that includes the Pulitzers and Moore.

The Pulitzers and Moore have filed a countersuit against Peter Quesada, seeking to remove him from the board and to prevent him from blocking a public stock offering planned for this summer by the majority shareholders.

The majority has committed itself to a liquidity plan which would open up the company for a public offering, creating an

open market for stockholders who may wish to sell, Snowden said.

When shareholders met April 2, more than 79 percent voted in favor of the public offering despite an unsuccessful bid by the Quesadas to prevent the vote.

A limited public offering would allow the Pulitzers and Moore to retain control of the company. The Quesadas would like to see the company either sold or broken up so that they can receive a premium price for their shares, Snowden said.

The majority shareholders have agreed to a year-long moratorium on acceptance of any offers which would directly result in their losing the company's control, he added.

Shares that could be publicly auctioned include majority- and minority-held shares or shares created especially for the public offering, Snowden said.

Shareholders expect their stocks to be worth \$60,000 to \$65,000 a share in a public auction, the *St. Louis Business Journal* reported April 7.

Washington D.C.-based analyst Bruce Thorp estimated the publicly-traded stock would be worth \$20-\$25 a share based on 15 million shares outstanding, the *St. Louis Business Journal* reported.

## The Arizona Daily Star

Founded 1877

Michael E. Pulitzer, Editor and Publisher

Peter Quesada, speaking for the minority, said: "I expect that none of the 42 percent who are opposed to management's current plan intend to sell in the public market. We will use every means available to realize fair value for our shares and for the people in the voting trust, and will fight this as long as it takes. . . .

"It became clear to us that management was going to take every opportunity to enrich themselves and ignore the interests of the shareholders."

Taubman paid \$10 million for an option on the Quesadas' 20 percent of the company — shares that would be worth \$100 million, said Christopher J. Tennyson, a Taubman spokesman.

The option gives Taubman the right to purchase the Quesadas' shares any time in the next three years. They in turn can force Taubman to buy their stock, Snowden said.

"What Taubman wants, however, is

not just the Quesadas' shares, he wants control of the company," he said.

Said Tennyson: "We still remain legitimately and sincerely interested in purchasing all outstanding shares to purchase the company and that remains our goal."

Tennyson speculated that holders of more than 40 percent of the company's stock favor selling. That figure is compiled from the Quesadas' 20 percent, 10 percent in the voting trust that originally voted for the Taubman offer and another 12 percent holding out for a higher price, Tennyson said.

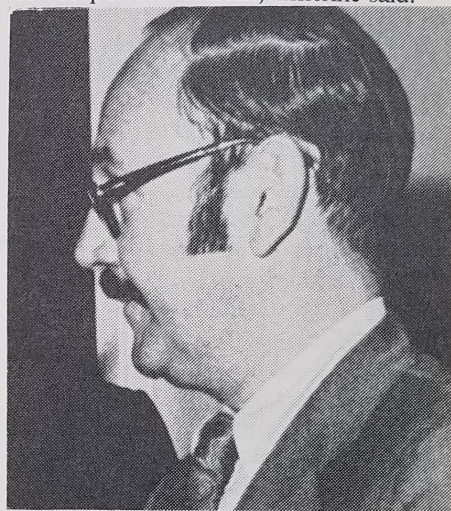
"The three of them, Joe, Mike and David, are restricting the ability of shareholders to sell when they want to and are basically saying you have to sell according to our proposal, at a time we choose," Quesada charged. "The family members are running the company for their own personal benefit.

"What the company is trying to do . . . is place so many restrictions on their own family members that the interests they're trying to sell is worth far less because of those restrictions," he added.

Snowden said that as long as there are shareholders who want to see the

skipped over choosing Michael Pulitzer. The move surprised many who believed that the top *Post-Dispatch* management position would be kept within the family. Michael Pulitzer is currently the publisher and editor for the *Star*, even though he resides in St. Louis.

Michael Pulitzer moved to Tucson when the company bought the *Star* in 1971 but had returned to St. Louis by 1980. He is rarely involved in the *Star*'s editorial policy, committing himself more to corporate decisions, Emerine said.



Michael Pulitzer in 1972

*Star* management communicates daily by telephone with Pulitzer and he visits Tucson monthly, Emerine added.

Emerine was not surprised that Michael Pulitzer, who is the company's vice chairman, failed to be named publisher of the *Post-Dispatch*. Like Penniman, he sees a growing division between management and ownership.

"The chain is broken," Quesada said, "You got the first passing it to the second, the second passing it to the third. There is a fourth, I guess they don't feel that he would be as effective a publisher or an editor as the people who were appointed." Quesada was referring to Joseph Pulitzer IV who is marketing manager for the *Post-Dispatch*.

"We're not quite sure who they're trying to save the company for. . . . They're not taking steps to preserve the integrity of the paper, the integrity of the paper in Tucson, or the integrity of the TV stations."

Tennyson said, "We have said that we think that the Pulitzer Publishing Co. is an extremely well-run company and a well-managed company or we wouldn't have been interested in it." ¶i

company sold or broken up, there will be an irreconcilable conflict between them and the majority holders.

**F**or the first time in the Pulitzer Publishing Co.'s history, the name Joseph Pulitzer does not appear on the *St. Louis Post-Dispatch* banner as publisher and editor. Joseph Pulitzer III split his responsibilities between Nicholas G. Penniman IV, former general manager, and William F. Woo, who was editorial page editor. The two men are responsible for the business and news sides of the operation, respectively.

"I think that in many metropolitan newspapers today, look at the *Los Angeles Times*, you're beginning to have a separation of ownership and management," Penniman said.

By promoting the two men, Pulitzer

# Editorial scrutiny

## Flawed Olson story forced Daily Star to analyze policies

By Joshua J. Moss

Newspapers run corrections because of misspelled names, wrong titles or minor errors of fact. Rarely will you find an error that is so grievous in nature that it causes a shakeup in the newspaper's staff and in its newsgathering philosophy.

The *Arizona Daily Star's* management experienced such an upheaval in the aftermath of a March 27, 1985 story that wrongly accused University of Arizona basketball Coach Lute Olson of a conflict of interest when he chose an expensive brand of uniforms for the UA team.

Even with a front-page correction the next day, the harm already had been done and the *Star's* credibility had been tarnished. In an effort to re-establish the public's trust, *Star* management removed sports reporter Richard Dymond, who covered the story, and Sports Editor Sam Pollak. Both men resigned rather than accept reassignment to another section of the newspaper.

However, the problems with the ill-fated Olson story went deeper than just the reporting flaw. The *Star's* policies detailing how investigative stories were to be handled by the editors were not followed, allowing the ill-fated story to be published.

The story alleged that Olson had a conflict of interest when he requested the purchase of Sand-Knit uniforms to outfit the UA team in 1983. Sand-Knit is one of the most expensive uniform brands on the market but are said to be of superior quality.

The conflict arose, the story said, because MacGregor Sporting Goods Co., Sand-Knit's parent company, was paying Olson a stipend to sit on the company's advisory board and to give basketball clinic speeches.

However, MacGregor purchased Sand-Knit from Medalist Industries in 1984, more than six months after Olson requested the expensive uniforms.

In a written statement to *The Pretentious Idea*, former Managing Editor Jonathan I. Kamman described how the error occurred: "In discussions before the story was written, Pollak told me — accurately, you must understand — that Lute Olson had a financial relationship with a sporting-goods company that owned the Sand-Knit uniform manufacturer, from which UA's uniforms had been purchased. . . .

"None of the sources contacted for the story pointed out that the uniform manufacturer wasn't owned by MacGregor at the time it filled UA's contract but was acquired later." (emphasis added by Kamman)

Kamman is currently the foreign and national editor for the *San Francisco Examiner*.

Pollak said the question of timing never occurred to him or any of the other editors reading the story. He gave his comments in a telephone interview from Dallas where he is the sports copy desk chief for *The Dallas Morning News*.

"It was something that really was not the most salient point but it was something that certainly in retrospect should have been ascertained by the reporter and possibly by the editors. It would have been a marvelous catch if someone had caught it," Pollak said.

Dymond, who is a car salesman in Tucson, declined to comment on the story.

Frank E. Johnson, who was executive editor when the Olson story was published and is now contributing editor, said editorial scrutiny placed on the story was flawed.

"The reason that that (story) became a cropper was just sloppy journalism, just have to admit it. It was not checked the way an investigative story should have been checked," he said.

Johnson said the regular procedure for an investigative piece has the story read by the section editor, the managing editor, a copy editor, the news editor and finally by

the slot person. Legal counsel would be called in to read the story for possible libelous content. This procedure was and still is an unwritten policy at the *Star*, he said.

"They would have been through the legal process, they would have had some hard editing done by both the city editor and the managing editor. The same way should have happened on the Olson story," Johnson said.

"In 40 years in daily journalism, it's the worst thing that ever happened to me as a journalist. It was incredible that it happened. But as I say, it happened because we were not paying attention to what the hell we were doing."

The Olson story missed two of the editing steps given by Johnson. Legal counsel was never consulted on the story and Kamman, as managing editor, never read the final draft. A lack of communication between editors also occurred, stifling concerns from copy editors from reaching upper management.



Olson

Tucson

Kamman said he had reviewed all aspects of the story with Pollak and he had left the actual job of editing the final draft to David C. McCumber, former assistant managing editor. "I didn't feel the craftsmanship was something I would have to review," Kamman said in a telephone interview, following up his written statement.

On the question of legal counsel, Kamman disagreed with Johnson's

*"In 40 years in daily journalism, it's the worst thing that ever happened to me as a journalist. It happened because we were not paying attention to what the hell we were doing."*

— Frank E. Johnson

statement that *Star* policy was to have counsel read every investigative story. Such a policy never existed, he said, adding that editors would have legal counsel review a story at their discretion.

"You have to understand that we thought in this particular story, that the documentation and the fact that we talked to all of the people involved, the companies and the coach, would be perfectly sufficient for legal purposes and again (it) would have been had not this quirk of timing raised its head after the fact. Perhaps a lawyer would have thought of that, but perhaps a lawyer would not have," Kamman said.

"It's very easy to edit a story in retrospect. When mistakes are made, we, as conscientious journalists, try to find out how the mistake came about. Certainly this reflected a gap in the system that allowed the serious mistake to occur. . . .

"But whether it could have been turned up by much, much more review by many, many more people, I simply can't say," Kamman said.

The decision to run the story on March 27 was made the day before, primarily by Kamman and Pollak. When the story was turned in about one hour before the evening deadline, McCumber read the story and had problems with the writing style, which he worked on with Dymond.

Copy editor Edward A. Gallardo, the next person to read the story, said he had numerous questions about content. He said he spoke with Dymond and Pollak

about his questions, none of which dealt with the Sand-Knit ownership angle. Gallardo said Dymond felt the story should have been held because he did not feel comfortable with the finished version but Pollak had no problems with the story.

Gallardo then sent the story to the slot person, Jane M. Larson, for the final reading. Larson said she had similar reservations about the story, but approved its publication because she felt the decision to hold the story was not for her to make. Kamman and McCumber were never informed of Larson's and Gallardo's questions.

Executive Editor Stephen E. Auslander said that because of the Olson story, if any editor reviewing a story has questions or reservations, he or she has the authority to hold the article. Auslander officially replaced Johnson as executive editor in January.

In the wake of the Olson affair, *Star* management named Stephen E. Emerine as executive sports editor to re-establish the perceived loss of credibility in the community and to change certain policies established by Pollak.

Some *Star* editors claim that Pollak had an attitude of looking for misdeeds and wrongdoing in his approach to covering sports. His attitude played a factor in the publication of the Olson story, they said.

Emerine said Pollak concentrated on negative information in sports stories.

"Sam seemed to have a philosophy of assuming there was something bad in every program or with every sporting team and it was there waiting for you to find it. . . . I think that if you approach your whole philosophy of coverage from that standpoint, that it is only a matter of time until your zeal to find something wrong is going to cause you to make a mistake," Emerine said.

Emerine, currently managing editor, was special projects editor when the Olson story was published.

Johnson also characterized Pollak as having a negative attitude. "Sometimes sports writers have a proclivity for kicking people when they're down. A particular team is losing really badly or maybe they're winning like hell and lose a game. They're heroes one day and burns the next."

Pollak discounted their allegations as "nonsense." "We felt an obligation that

sports should be aggressive, to find the good things and if there are bad things, to find the bad things.

"I think it's the responsibility of any sports section to be aggressive and responsible. Not to the sources that you're covering, but to the public, to the readers who ultimately are the ones to gain by an aggressive and honest sports section," he said.

McCumber asked the broader question, "What is the matter with 'looking for wrongdoing?'"

"I think that is part of a newspaper's job, a big part. That was not the problem here (with the Olson story). I feel that Steve Emerine and others in their constant apologies for the *Star's* being aggressive are overlooking the fact that there is nothing wrong with being aggressive. . . .

"Obviously, the answer is that you must be careful and responsible and accurate. I admit to erring in not thinking of the ownership angle, but I vigorously deny that we were irresponsible," McCumber stated in a written statement to *The Pretentious Idea*. He is currently deputy metro editor for the *San Francisco Examiner*.

*"I consider it unfortunate that because this story was bungled, there's going to be a profound reluctance for anyone to take on anything similar for a very long time."*

— Jonathan I. Kamman

The issue of athletic coaches receiving payments from outside the university is a matter that still needs to be explored, Kamman said.

"I consider it unfortunate that because this story was bungled, there's going to be a profound reluctance for anyone to take on anything similar for a very long time. . . . The effect of the (Olson) story could very well be that newspapers will shy away from the dangers that are posed from asking these questions," he said.

Besides the comments on Pollak's perceived negative attitude, *Star* management also said he emphasized national sports over local sports.

"Like a number of people on the *Star* staff, I had been critical for a number of

years on our whole approach to sports. I didn't think it was right or good," Emerine said, adding that Pollak was "trying to move the sports department into the big time by sending people to cover the Super Bowl and various boxing matches in Las Vegas, adopting the Dallas Cowboys as Tucson's team and so on while at some times neglecting and other times showing a general disdain for local sports."

Again, Pollak described Emerine's comments as being "absolute nonsense." He said his sports section's emphasis was on local sports, but that as a paper of record, national sporting news deserved publication.

After Pollak's departure, Emerine said he tried to make the *Star* sports department run more like a news department and tried to broaden the section's coverage to include awards banquets, recreational sports and positive features.

Charles N. Kramer, who was neighbors editor, was named sports editor and ran the day-to-day operations of the sports department while Emerine handled community affairs and the overall task of reshaping the department. When Emerine became managing editor, the position of executive sports editor was eliminated.

Kramer said his basic philosophy to sports is that it is generally entertainment, that it rarely becomes a matter of life and death. When it does, then sports borders on being straight news, he said.

"It's still entertainment, like Hollywood and the movies. . . . I don't think we should get too serious or take ourselves too seriously," he said.

Kramer said that if a major story arose that dealt with misconduct by a team or a UA sports department, he would discuss the story with the executive editor and the managing editor. A sports editor should be a team player, he said.

"I think the whole thing is communication on all levels," he said. "We can't let our egos get in the way of being good journalists."

Johnson said he felt confident that the newspaper and the sports department have regained their credibility since the Olson affair.

"We are satisfied now, we were satisfied months ago, that the sports department was back on the track," he said. "And the lesson of humility they learned, they learned well." ¶

# UMC administrators hamper media access

By Jeff Herr

Continuing problems faced by journalists covering events at the University Medical Center in Tucson have led to revisions in the teaching hospital's media policy.

In November, 1984, the University Medical Center (UMC), which had been managed by the University of Arizona since the hospital opened in 1971, was conveyed to the private not-for-profit management of the University Medical Center Corporation (UMCC) through a 50-year lease.

In the past year, concrete steps have been taken by UMCC and the hospital's News and Public Affairs Office to have the office gradually become an intermediary between the news media and news sources. *Tucson Citizen* medical writer Carla McClain said the relationship poses "a real potential censorship problem."

The media's primary complaint has been the difficulty in gaining direct access to information and sources. Some journalists say the problem stems from the policies of Nina J. Trasoff, UMC public information director.

Cynthia Hubert, medical reporter for *The Arizona Daily Star*, described her perception of the changes: "A couple of years ago I could just walk into (Dr. Jack G.) Copeland's office. In the middle of the (Bernadette) Chayrez case I was really scolded by Nina not to go above the second floor of the hospital."

McClain reported similar problems. "I've never had a tougher time dealing with any hospital in Tucson since the policy went into effect with Nina (Trasoff). She sent out a policy to anybody involved with UMCC, including first year medical students, that said 'don't talk to anyone from the press about anything,'" McClain said.

Trasoff said that was not the case, but that she had been attempting to connect members of the media with the best possible sources while reducing the distractions for the medical staff.

"We were trying to find the balance between the doctors' need to have time to

do their work, and getting the information out that needs to get out. All this in the midst of settling in," Trasoff said.

Trasoff explained that corporate structures need time to develop a smooth-functioning media policy. "It takes maturation on both sides to get past that (transition) period and we are trying now to settle in."

Hubert said the problems are not precipitated by the "maturation" process, but by a desire on the part of the hospital's administration to restrict the press.

"There just seems to be one roadblock



Trasoff

after another. I don't view the people over there (at Trasoff's office) as information facilitators. They do everything they can to make the hospital look good and when something goes awry they pull in and make things impossible," Hubert said.

Trasoff released new guidelines on April 1 for media relations which encouraged sources to talk to the press if the topic falls within their expertise and if they feel comfortable dealing with the reporter. If not, the policy recommends the source refer the journalist to her office.

"It sounds to a degree that they are lightening up, becoming more normal. But the problems are not completely eliminated," assistant city editor Edward

W. Lempinen at *The Arizona Daily Star* said.

After the media policy revision, *The Star* was following up on the condition of a shooting victim, but was told that the patient was not listed. Lempinen said they ran a story indicating the patient had been released, but later found that the patient was still in the intensive care unit at the medical center.

"Patient privacy. I'm all for it, but why does every other hospital in town tell you if a patient is there and in what condition. UMC alone has not done that," Lempinen said.

Even first year medical students have been warned to be cautious in dealing with the press, McClain said.

At the end of March, McClain said, "I called a medical student who gave me a full interview. But afterward the student said 'I can't talk to you until I talk to Nina, whoever she is. The first day of classes we were told not to talk to the press about anything.' It's a real smokescreen," McClain said.

Trasoff said she told the medical students that if they needed assistance in dealing with the press, they should contact her.

Trasoff said that the perception that something is "going on" within the hospital's administration is incorrect. "There is nothing to hide. I'm on the inside now and I know there is nothing to hide."

McClain described the interview process at the hospital: "First I have to call Nina, who is often in meetings, then she has to clear the source and finally get back to me. She wanted to know just what questions we wanted to ask, specifically. She wanted to tailor their response."

Trasoff said the only time she would handle the interviewing was when the doctor was unavailable for direct questioning. "My preference is to always have the person involved speak directly with the reporter. What I've tried to do is serve as a stopgap. If I can't get a specific doctor, I'll set up some other way to get the information. I have never expected to clear questions."

Trasoff added that her only reason for asking what the interview is about is because it is usually the first question the source will ask her.

"I've never had this many problems with public information representatives. I hope that is changing," Hubert said.

Trasoff said, "I'm hoping we're going

to hit a very good balance. I think it (the policy of acting as an intermediary) backfired in a way, and I'm sorry that it became a clamp or a hold on information. . . .

"Our objective is to facilitate the flow of information from UMC to the community, largely through the media. We want to remove the roadblocks and obstacles, but we want the reporters to have a sensitivity that sometimes there is nothing I can do," Trasoff said.

Hubert and McClain both said that editors from their newspapers and directors of local television newscasts had met with UMCC officials to discuss the problems.

"I acknowledge there are problems," Trasoff said. "That is what we are trying to address. We are in the draft stage of the new policy, we are nearing implementation. Before we do we will be circulating it around the news outlets for comments."

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*"They do everything  
they can to make the  
hospital look good and  
when something goes  
awry they pull in and  
make things impossible."*

— Cynthia Hubert

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**T**he status of the hospital as a state facility, leased and managed by a private corporation, has obscured the boundaries between public and private domain.

Arizona's Freedom of Information Act requires that records kept by any officer of a public body shall be made available to any person during normal business hours.

"The statute defines a public body as all corporate and other bodies whose board of directors are elected or appointed by the state, or any agency supported in part or whole by the state," explained Alan Blankenheimer, an attorney with the Brown & Bain Freedom of Information Hotline.

Under the terms of UMCC's lease, however, the hospital's administration and officers are not selected by the Arizona Board of Regents, the governing body of the state's three universities. Instead, they are chosen by the hospital's corporation board.

"It's a hospital owned by the taxpayers. As far as I am concerned it's still subject to the freedom of information laws," Hubert said. Agreed McCain: "Just about anything — except a patient's personal information — administration or policy wise, they've got to make available," she said.

Trasoff, who receives a \$35,000 salary according to the 1985-86 University of Arizona operating budget, said the unclear relationship between her office and the administrations of the hospital and the UA has led to some confusion and difficulties, but not to any conflicts of interest.

Although Trasoff is on the state payroll, she also answers to UMCC Chief Executive Officer Alethea O. Caldwell as well.

"Do I take direction from her? — absolutely. But I take direction from the three deans (of the colleges of medicine, nursing and pharmacy) too. I answer to several people. I am very much a split person," Trasoff said.

Allan Beigel, vice-president of university relations, explained the relationship: "UMC has a number of contracts with the U of A to handle a number of services which are better handled jointly. News and communications are one of the services handled jointly."

UMCC paid the UA \$86,629 last year for the news and public affairs service — \$25,000 of Trasoff's salary comes from this contract while the other \$10,000 is provided by the university.

"I think Nina's hands are tied over there (at UMC) by Alethea (Caldwell) and crew in the administration," Hubert said.

Caldwell declined to comment on the matter, but said that the administration is working to improve the relationship between the medical center and the press.

"The real question is who pays the employees, where the funds come from. UMC is not subsidized in part or whole by the state. The staff is paid by a private corporation. The physicians that teach are state employees and are paid by the college of medicine," said John M. Puhala, financial administrator for UMC.

On the media policy change, Lempinen said: "I'm not going to say I trust UMC, and that I know these changes will take place, and that they are not cosmetic make-overs. I won't until I see for myself that they are becoming more receptive and won't continue to lie to me." ❧

# Students

## 1984 Pretentious Idea suspension triggered faculty disagreement

By Carla P. Gomez

**T**he *Pretentious Idea*'s suspension in 1984 and the decision not to publish the journalism review in 1985 caused dissension among the University of Arizona journalism faculty.

While some believed that distribution of the 1984 edition of the only wholly student-produced and -written journalism review in the country should be suspended, others favored distribution as long as a correction sheet was attached.

Distribution of the journalism review was halted by the journalism faculty in May 1984 because it failed to meet the professional and academic standards of the department, said UA journalism professor Donald W. Carson, who was then department head.

In an eight-page letter to Carson dated May 2, 1984, Jonathan I. Kamman, *The Arizona Daily Star*'s former managing editor, had numerous complaints about the review's 13th edition.

"For starters," Kamman wrote, "My name was misspelled in two articles. Totally fabricated quotes were put in my mouth in several others. Elsewhere, I was paraphrased as saying things I had come nowhere near saying in interviews. One story cast my remarks as exactly opposite of what I had said in the interview."

"In another story involving the *Star*, a badly false statement was made with neither attribution nor documentation."

"For another story, a student allowed me to go 'off the record,' then quoted — somewhat inaccurately, at that — one of my confidential statements. The *Star* was given no opportunity to respond to an accusation against it in another story. And on and on, and more and more . . .," Kamman wrote.

Carson, in a June 4, 1984 letter to Nils Hasselmo, UA vice president for academic affairs and provost, wrote that he could "cite only human error in the failure of the professor in charge to catch and correct the errors of fact that made

their way in to print. . . .

"Previous issues have created controversy, yes, but criticism of interpretation and matters of opinion is easily defensible; errors of fact are not defensible," Carson wrote.

However, some Tucson newspapers wrote that *The Arizona Daily Star*'s relationship with the journalism department may have influenced the faculty's decision.

"Some members of the *PI* staff have said privately that they believe the faculty was pressured into the decision by some staff members of *The Arizona Daily Star*. Much of the magazine's harshest criticism was aimed at the *Star*," according to a May 21, 1984 *Tucson Citizen* article titled "3 former magazine staff members seeking money to revive recalled issue."

The recalled issue was never revived, said James W. Johnson, the UA associate professor of journalism who supervised the publication of the withheld issue.

Editorials in the May 10, 1984 issue of *The Daily Territorial* and the May 17, 1984 issue of *The Weekly Territorial* also said that the *Star*'s relationship with the journalism department may have weighed heavily on faculty members who voted to withhold distribution.

"After all, the *Star* does provide scholarships and internships for UA students. Several *Star* personnel are employed by the journalism department. And a former *Star* editor, who left for full-time faculty status just happens to begin her term on the Arizona Board of Regents next month," the *Territorial* editorials said.

"No wonder the faculty knuckled under" when Kamman wrote the letter protesting inaccuracies in the *PI*, the *Territorial* editorials added.

**C**arson, who denied that the faculty was influenced by the *Star*, said the decision to halt distribution was made before the department received Kamman's letter.

The faculty met because there was criticism of the magazine before it was

generally distributed, Carson said.

Initially, Carson discussed the matter with Johnson.

"We (Carson and Johnson) came to the decision that *The Pretentious Idea* should be mailed out with all the corrections that needed to be made attached . . . on an errata sheet," Carson said.

However, George W. Ridge Jr., current head of the department, felt that such a decision had to be made by the entire faculty.

When they voted whether to continue distribution of the *PI*'s 13th edition, Edith Sayre Auslander, a former assistant editor of the *Star*'s "Neighbors" section and current member of the Arizona Board of Regents, abstained.

Auslander, who was mentioned in the *Territorial* editorials, was a UA assistant professor of journalism at the time.

"I abstained because the *Star* had complained and I had a relationship with the *Star* . . . having come directly from there and my husband (Stephen E. Auslander) still being there, it just didn't seem appropriate for me to be involved in that issue," she said.

Carson said he voted to distribute the *PI*'s 1984 edition.

"I thought it could be saved because I felt that *The Pretentious Idea* . . . was a significant contribution to the education of journalism students and thought it was a significant help to the state of Arizona."

"Newspapers are not perfect . . . They must be criticized if they are to improve and if they're to represent society," Carson said.

Before the vote, Carson asked how many faculty members had read the *PI* all the way through. Carson said only he and Johnson had done so.

"Professor Ridge said he had read it until he got upset, and no one else said anything," Carson said.

However, Carson said he had to abide by the decision of the majority. The faculty voted 5-2 to withhold the issue.

"Whether we read the entire *PI* or not was irrelevant. . . . We were aware of the

parts in question and they were short of our standards," UA journalism professor Philip Mangelsdorf said. Mangelsdorf voted to withhold the edition.

Ridge said, "*The Pretentious Idea* served a purpose in that it did look into things that nobody wanted to make public. The media investigates every aspect of society except the media."

However, Ridge said he voted against distribution of the magazine because "you can't engage in criticism without, to a certain extent, being above reproach yourself. . . . If you can't spell names right then very likely most of the other stuff you write isn't correct either."

"It's ludicrous to think that we would be pressured in any way except by the reputation of the department," Ridge said in response to allegations that the faculty's decision was influenced by the *Star*.

"The only inaccuracies we had found at that point involved the *Star*; we didn't know what further inaccuracies there might be. But if there had been inaccuracies about the *Citizen*, I would have done the same thing."

"It was an embarrassing situation for everybody, but the credit should go to the people (faculty members) who said this isn't up to our standards. . . ."

"The adviser (of the *PI*) has to accept 90 percent of the blame, particularly for the misspelling of names. That's one thing that is totally in the control of the adviser," Ridge added.

Johnson, who was the adviser, said he has no excuse for the errors.

"I take great pride in journalism students. . . . Our journalism students are very good and I trusted them implicitly to do it right. I forgot that they were still students . . . and that I had to do more than I did to prevent the problem," he said.

Although Johnson said he does not believe that the decision to stop distribution was made because of pressure from the *Star*, "I thought that the action was a little too drastic," he said.

The proposal to distribute the *PI* with a correction sheet was turned down by some faculty members who said "any correction at the time would not have overcome the libel."

"I did not think there was any libel in it," Johnson said.

Johnson said that, as a courtesy, he took about 100 copies to the *Star* and *Citizen* at about the same time the *PI* staff

was preparing to mail the rest of the copies.

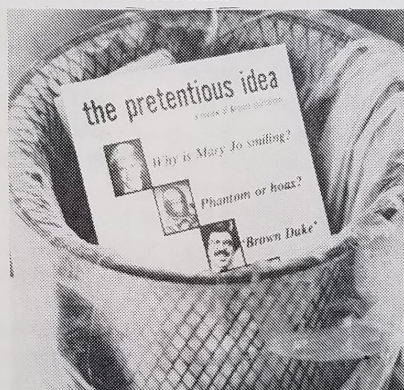
"I was proud of it. I thought it was tough on the *Star*, tough on the *Citizen*, tough on other papers," Johnson said, adding that he did not think there was anything unusual in bringing those copies to the two newspapers.

However, Ridge said he thinks there was a mistake in the distribution.

"I think there was pre-distribution. I don't know why it had not been mailed out and some copies were let out. I think that was a mistake," Ridge said.

Johnson said he did not fail any of the students on the staff of the withheld *PI*.

"Complaints were not made about all of the students and all of the stories. They were made about three or four stories by three or four students."



"A lot of things go into that publication. I don't think anybody in there didn't try to do their best," Johnson said. "I think they came away with the most important lesson of the whole class — that you've got to be accurate."

Withholding the magazine that year must have pleased many people because "the press is a funny institution. The press loves to criticize but it doesn't like to be criticized . . . which is hypocritical," Johnson said.

**W**hen the faculty decided to withhold the *PI* they agreed that it would be published the next year, Carson said.

However, "Mangelsdorf unilaterally and arbitrarily, without any consultation, failed to schedule it," Carson said.

Mangelsdorf was head of the department in September 1984 when he told the faculty that the 1985 *PI* would not be published.

Mangelsdorf said he admits that his decision to cancel the *PI* last year was arbitrary.

"It was arbitrary but the faculty voted to support that decision," he said.

The faculty voted 5-4 against publication in 1985.

"Mangelsdorf said he questioned whether the *PI* was serving the students or the department effectively. . . . He also said the dissension the *PI* caused among the faculty was counter-productive," minutes of the Sept. 24, 1984 faculty meeting noted.

Carson said he believed that canceling the *PI* in 1985 was "a mistake and would be perceived as an admission that the department was unable to produce the publication," the minutes stated.

"It looked like we had our tails between our legs, and I don't think we did," UA associate journalism professor Jim D. Patten said.

"The *PI* was never killed, it was just held up because I felt that we didn't have, up until now, a competent volunteer to put it out," Ridge said.

**A** committee created to find a consensus on the *PI* recommended that the journalism review be taught only if a faculty member volunteered to teach it, said Patten, the committee chairman.

Abraham S. Chanin, a journalism professor who has been on the UA faculty for 10 years, volunteered to supervise this year's publication.

Chanin said he volunteered because he believes that the *PI* is an excellent investigative reporting laboratory and that it keeps the problems of journalism in Arizona visible.

Kamman disagreed. In a written response to a question on whether students are capable of running a journalism review, he stated, "Inexperienced pre-professionals are simply not in a position to critique Arizona journalism with sufficient depth and understanding."

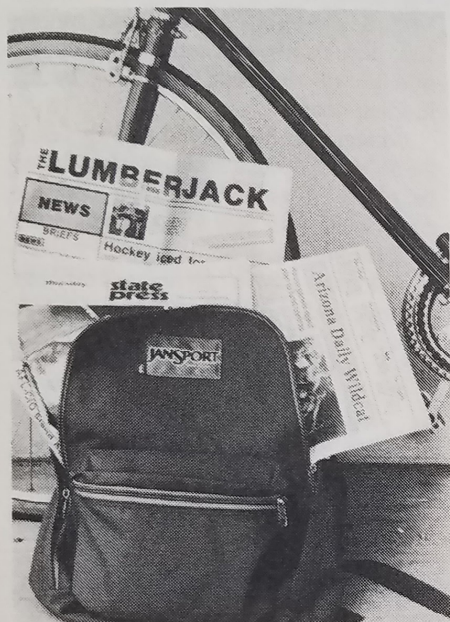
Kamman said he was "ambivalent" about the return of the *PI*.

The *PI*, proposed to the faculty by journalism students J. David Carter and Richard H. Gilman, was first published in the spring of 1972. It was written and produced by seven students, with Carson serving as adviser.

The title of the magazine was taken from a remark by Paul A. McKalip, a former *Tucson Citizen* editor.

"What you intend to do is a bit pretentious," he said. ¶

# Student journalists overcome obstacles



By Lisa Gayle Graber

**A**lthough journalism students working at campus newspapers are trying to get a feel for "the real world," some of those students are getting more than they bargained for, including attempted censorship by the administration, actual censorship by fellow editors and controversies that place the newspapers' reputation in jeopardy.

Northern Arizona University, in Flagstaff, serves a 12,500-student community with *The Lumberjack*, a weekly student paper running strictly campus news.

"We primarily don't do that much for the Flagstaff community. . . . Our market is the college community," said Gary W. Fox, editor of *The Lumberjack*.

The newspaper changed its format to allow for more hard news — an emphasis that has been absent in the past, Fox said.

"This is probably the first semester, that I'm aware of, that we've run hard news," he said, adding that past editors have put too much emphasis on features.

Last semester, while arts editor at *The Lumberjack*, Fox made his decision.

"We're not really doing what a

newspaper should be doing," he said. "I wanted to make it like a real-life situation."

Despite its new-found glory, *The Lumberjack* has also run into some trouble with the NAU administration. In late February, *The Lumberjack* planned to run a story about an NAU professor charged with sexual harassment. The administration "recommended" that they kill the story, Fox said.

"Naturally the administration doesn't care for us. . . . We are exposing things as they happen," he said.

*The Lumberjack* is closely affiliated with the NAU department of journalism, and is, in part, funded by NAU. The newspaper's adviser is a journalism professor, and the journalism faculty chooses the newspaper's editor.

"Our adviser is behind us 100 percent," Fox said.

NAU's president has a different opinion.

"A story like that one puts us in a bad light," said President Eugene M. Hughes.

Hughes said he did not try to stop the story from running, but he was concerned about the story's content since the university's policy forbids discussion of personnel matters with reporters.

"In the long run I'm responsible for what goes in the paper, yet I have no say about what goes in," Hughes said.

He said he wished the story had not been published, but added that it is the university's responsibility "to try to bring about responsible journalism."

**A**rizona State University, in Tempe, has experienced controversy over the school's *State Press* for several years. After about four years of controversies, ranging from religion to homosexuality, the *State Press* is trying to re-establish its reputation. In recent years, the newspaper has been the object of much attention at ASU and the surrounding communities because of bad publicity.

The problems at the *State Press* caused - among other things - protests by minority groups, the creation of an alternative campus paper and the

resignation of the manager of student publications.

"I think the newspaper was, for several years . . . used pretty much as a tool by a group of students who were interested in ultra-conservative causes," said L. Gil Neal, manager of student publications at ASU during the 1984-85 school year. Neal resigned after one year as a result of the problems at the paper.

"I became very, very discouraged there. . . . I was unable to do work because of it," he explained.

During Neal's tenure, the *State Press's* editor, Len Munsil, had friends who wrote columns that ridiculed minority groups, Neal said, adding, "They took great delight in that."

The editor had control over the content of the paper. "He had a great deal of power. . . . He hired and fired everybody on the staff," Neal explained.

In one particularly well-publicized incident, Munsil wrote an editorial called, "The Homosexual Hoax." The editorial criticized homosexuals for being the cause of many societal problems and cited passages from the Bible to support him.

The gay community was already agitated by Munsil's refusal to run announcements of gay student groups' meetings, but the editorial pushed them even further. They picketed the *State Press* office and asked the paper's advertisers to stop buying advertising space.

Meanwhile, a group of former *State Press* staff members banded together to form an alternative newspaper, *The Campus Weekly*. They began with a circulation of 7,000 but the publication folded within months because of a lack of advertising, Neal said.

The *State Press* was losing its readership, he said. The newspaper cut its circulation from 18,000 to 16,000 (15,000 on Fridays).

Steven M. Waterstrat, present *State Press* editor, agrees that there was trouble with the newspaper.

"We had some public perception problems, that's for sure," Waterstrat said. But "it didn't affect the news coverage at all.

"An objective, tight front page got buried by controversy."

Waterstrat does not consider himself a conservative, although he did work on Munsil's staff.

Bruce D. Itule, present ASU manager of student publications, said the circulation of the *State Press* is now 20,000

and it will be increased to 22,000 "pretty quick." The newspaper started a successful afternoon circulation for night-class students, Itule said.

Although the *State Press* seems to be recovering from its scandals, it is still not problem-free. In November, the Black Student Union accused the *State Press* of being racist after the newspaper ran an editorial criticizing the black group for asking for and receiving more money from the student government than any other group.

Waterstrat said most people thought of the editorial as being racist because it criticized blacks.

"The way I saw it was the *State Press* was criticizing the most highly funded group on campus," Waterstrat said.

The University of Arizona's student newspaper, the *Arizona Daily Wildcat* has had problems of a different nature than the other two campus newspapers. It also has a different philosophy on news coverage.

*Wildcat* Editor Louis A. Varga said the newspaper must go beyond reporting campus news, because "it has a responsibility to report on issues that affect the (Tucson) community."

The reason behind this is that "in most communities, universities are major employers," he explained. A campus newspaper should be "a microcosm of the real world," he said. Besides serving the community, Varga said the newspaper greatly helps student reporters. "The reporters are getting a little broader experience."

Past *Wildcat* problems dealt with editorial disagreements.

Last spring the newspaper implemented *Periscope*, an in-depth news magazine that appeared twice a month and examined community issues. When *Periscope* Editor Joshua J. Moss suggested to former *Wildcat* Editor Christopher F. Rowland an in-depth study on the operations of the *Wildcat*, Rowland refused to go with the idea because he said the campus would find the topic uninteresting. Subsequently, Moss resigned and *Periscope* folded.

The *Wildcat* is, as is the *State Press*, totally self-supporting through advertising revenue. Although the editors of the three newspapers get advice from their respective directors of student publications, all three editors agree the final decisions are up to the individual editorial staffs. ¶i

## Employers look for ability, experience — not school name

By Leigh Ann Phillips

Two of Arizona's state universities have blended courses in radio, television, speech, journalism, theory of mass media and sometimes library science to create a more general school of communications.

Northern Arizona University and Arizona State University have such schools, leaving the University of Arizona with the only distinct print program in the state.

When ASU added veteran newscaster Walter Cronkite's name to its school of journalism and telecommunications during the 1984 fall semester, inquiries from potential students nearly doubled, officials said. NAU launched its communications school in August, 1985; officials there say it is too soon to see much of a change in student interest.

While students seem to take more of an interest in these programs, employers have not joined in their enthusiasm and still rely on an individual's qualifications and experience to make employment decisions.

Mary K. Blake, assistant to the vice president of News Staff Development for Gannett Newspapers, said 95 percent of their entry level positions are filled by journalism graduates.

Blake said that Gannett stays away from hiring communications graduates because the programs are highly theoretical and lack practical experience.

Tom Engelman of the Newspaper Fund, which awards scholarships and places high school and college students in job situations, said experience and education are equal in their selection process.

"We're looking at individual students, not the name of the school," he said, but admits it might be more difficult to be acknowledged at an unaccredited journalism school.

The purpose of the Newspaper Fund is to encourage high school and college students to consider newspaper careers, but as Engelman said, they are looking for

the best, wherever that takes them geographically.

"We're looking for individual performance in beginners that have academic experience and clips," Engelman said.

Thomas F. Beal Jr., city editor at *The Arizona Daily Star*, said there are few people holding communications degrees who have been hired. "We are looking at clips, at experience," Beal said.

*Tucson Citizen* City Editor Mark Kimble said: "It is not where they went to school, it is whether they can write." Kimble added, however, that the *Citizen* rarely hires beginners.

He said Gannett, the *Citizen's* owner, does a considerable amount of recruiting nationwide, which might explain why there are slightly more out-of-state employees than in-state people hired at the newspaper.

Lois C. Boyles, city editor for *The Phoenix Gazette*, said low turnover in recent years has made it difficult to detect any hiring patterns.

"We try to keep an even keel," she said, explaining that most *Gazette* staffers have college degrees or some unique experience, such as the Peace Corps.

"I would say most people have a journalism degree, not (an) education from a communications school," she said.

Boyles added that the *Gazette* is hiring more out-of-state applicants who have at least two years experience.

J. Steven Cameron, city editor of *The Arizona Daily Sun* in Flagstaff, said he has not seen many communications majors applying for jobs.

Richard M. Velotta, *Sun* managing editor, said they are looking for people who have the tools and the basics, instead of considering the reputation of the university the student graduated from.

Cathy A. Richardson, the *Yuma Daily Sun* city editor, said the *Sun* hires based on an applicant's experience and attitude. "We don't even have to take graduates with a journalism major if the person has at least a minor." ¶i

# Newspapers and Tobacco

**Proposed advertising ban  
a First Amendment question**



*Photo illustration by Janet McCoy*

*By Ajax Blue*

**T**he majority of Arizona's media representatives support the Marlboro man's right to full employment, and they conclude it would be unconstitutional to bar him from newspaper advertising.

But if the American Medical Association, the American Cancer Society and the American Lung Association have their way, he will end up in the unemployment line, with a severe cut in salary.

The AMA last December recommended a full ban on tobacco advertising and the promotion of tobacco products. The other two health associations recently endorsed similar proposals.

Advertisements for cigarettes, cigars, chewing tobacco and all other tobacco products would be banned from newspapers, magazines and billboard advertising if the government agrees with the AMA and enacts the proposed legislation.

Cigarette advertising has been banned from radio and television broadcasts since 1971, but this is the first attempt by the AMA for a total advertising ban.

Although no legislation banning tobacco advertising is pending in Congress, AMA supporters William Bradley, D-N.J., and Fortney Stark, D-Calif., have introduced two bills which would disallow the deduction of tobacco advertising, promotion and marketing costs as business expenses.

Both bills attempt to avoid potential First Amendment objections to the AMA's proposed ban on tobacco advertising.

Some media critics said an AMA-sponsored bill is expected to be introduced before the summer of 1986, but they anticipate no congressional action until 1987.

Nationally, the tobacco, advertising and publishing industries have argued that such a move would violate First Amendment guarantees of freedom of speech and freedom of the press.

In a letter to the AMA, the American Newspaper Publishers Association and the Magazine Publishers Association said, "We take no position here with respect to

health risks. Our concern is that any such risk not be misused in any unconstitutional attempts to restrict free speech in a free society." The letter from the two media organizations was sent to the AMA prior to the Dec. 10 recommendation.

Robert J. Brinkman, general counsel for the National Newspapers Association said the NNA is on record in Congress for opposing the ban or any federal regulation that would limit the advertising of a legal product.

"If it's legal to sell, you should be able to advertise it," Brinkman said.

**R**esponse to the proposal in Arizona has been mixed.

"Statewide there has been no protest," said Ted L. Hecht, general manager of the Arizona Newspapers Association.

"We tend to align with the NNA, which has filed letters of protest. Normally states follow suit. Most of the public doesn't know the airways are public, but newspapers are a private enterprise. It's private companies doing business with other private companies. I question government's ability to regulate thought," Hecht concluded.

Government's power to regulate private industry also has Gerald Garcia, publisher of the *Tucson Citizen*, worried.

"The more you allow government to interfere with this profession, the bigger the cracks in our foundation are. Our integrity, our credibility, our ethics are based on First Amendment principles. One day that crack will be so large that we will not have a free press in America," he said.

However, Stephen E. Auslander, executive editor of *The Arizona Daily Star* said the ban is not an infringement on First Amendment rights.

"When you start talking about the First Amendment, there's a clear distinction between news issues and commercial advertisements. . . .

"The argument is that this is not a First Amendment right in the sense of it letting information and free ideas flow between people. This is commerce. I don't think there's a real strong First Amendment argument to be made in the case of banning cigarette advertising," Auslander said.

Jay Brashear, editorial page editor for

*The Phoenix Gazette*, voiced a different opinion.

"The First Amendment is not something which belongs to the editors and news reporters, but it belongs to all people. When government starts to tell people, anybody, that they can't advertise, we're beginning to tread on some dangerous ground. An honest publisher who will claim First Amendment rights to his own publication, will also extend that right to other people. So, our view has been for those reasons, that philosophically almost everybody has the right to advertise," Brashear said.

The role of cigarette advertising is unclear to some advertising representatives in Arizona.

John N. Bonomo, assistant general advertising manager at *The Arizona*

### *First Amendment*

*Congress shall make no law . . . abridging the freedom of speech, or of the press.*

*Republic* and *The Phoenix Gazette*, said he believes people do not start smoking because of advertising.

"Advertising is run to sell cigarettes and tobacco products to the public. It's all image advertising," Bonomo explained. "The woman smoking in her long evening gown or the rough mountain man looking very macho, it all creates a certain image. Whether it actually causes someone to start smoking, I seriously doubt it."

The tobacco industry has been suffering for several years due to shrinking sales and increased consumer awareness of the health dangers of tobacco use.

Bonomo said that money spent on cigarette advertisement decreased in 1985 five to seven percent from 1984.

"It's definitely true tobacco advertising has decreased," Bonomo said. "I think it's because of the pressure that's been put on it over the years."

Tucson Newspapers, Inc., which prints and distributes *The Arizona Daily Star*

and the *Tucson Citizen*, also reported a decline in cigarette advertising. TNI's tobacco advertisement expenditures in 1985 dropped 12 percent from 1984.

Michael J. Ryan, advertising director at TNI, said less cigarette revenue is due to decreased sales.

"Advertising is bought on the percentage of sales," Ryan said. "A certain portion of what you sell goes back into advertising. As sales decrease, the advertising decreases. I'm sure the tobacco industry is suffering. Their sales are not near to what they used to be, so therefore their advertising has decreased."

Tobacco advertisements contribute less than one percent of total newspaper advertisement revenue. But newspaper representatives agree that a cigarette ban would affect revenues for newspapers.

"Sure it will affect the revenue, (if the AMA ban is approved), but it will hurt for about a year (as compared with last year's revenue)," Bonomo said. "But we'll come out of it," he added.

Ryan said, "Certainly every dollar we generate is an important dollar, is an important part of this newspaper. Whether or not it makes a significant difference in our ability to publish, I suspect not. In fact, I know not. We're going to go right on along, and will not miss a publication."

"I think it sets a dangerous precedent for the federal government or the state government to legislate health, morality or individual health issues. There's a lot of places we could make revenue, but we choose not to, because it's against the law. If they make it against the law to publish cigarette advertising, then we'll get along without it," Ryan said.

Those interviewed agreed the proposed ban will probably be defeated in Congress because the AMA cannot prove that the ban would significantly reduce the health hazards of smoking. Most agreed that less government is better government and that the ad-ban legislation sets a dangerous precedent for future government regulation.

"I'll put it this way, I wouldn't want some government agency telling me how to run my business," Garcia said.

To date, the Marlboro man is safe in Arizona and enjoying the full benefits of employment with the state's newspapers. But with growing interest in health-related issues, how long he can work is anyone's guess. ¶

# Trivial Pursuit

## Gifts lead to a question of appearance

By Michael Gerhard Westphal

**"Never accept a ticket from a theatre manager, a free ride from the chamber of commerce, or a favor from a politician."**

**H. L. Mencken, journalist.**

**E**thical dilemmas have historically wallowed in the wake of technological advancements. The newspaper industry is no exception. A literal revolution in the media's ability to disseminate information and influence the public has led to efforts to "clean house" of indigenous unethical practices. One such practice has been the acceptance of "freebies" by newspapers.

The issues at stake concern the objectivity of the reporter and the public's faith in the newspaper's ability to play the watchdog role.

In 1973 the Society of Professional

Journalists, Sigma Delta Chi, enacted an anti-freebie code stating: "Gifts, favors, free travel, special treatment, or privileges can compromise the integrity of journalists and their employers. Nothing of value should be accepted."

Arizona's four leading newspapers have written codes of ethics concerning freebies that are modifications of the stiff SPJ/SDX code. *The Arizona Daily Star*, the *Tucson Citizen*, *The Arizona Republic* and *The Phoenix Gazette* continue to allow a less-than-purist interpretation. Many freebies considered safe or trivial by the newspapers are accepted readily.

Today's freebies come in smaller packages, have long-standing traditions of acceptance, are usually inexpensive and are less conspicuous. The newspaper's margin of leniency toward freebies is based on the professionalism of the

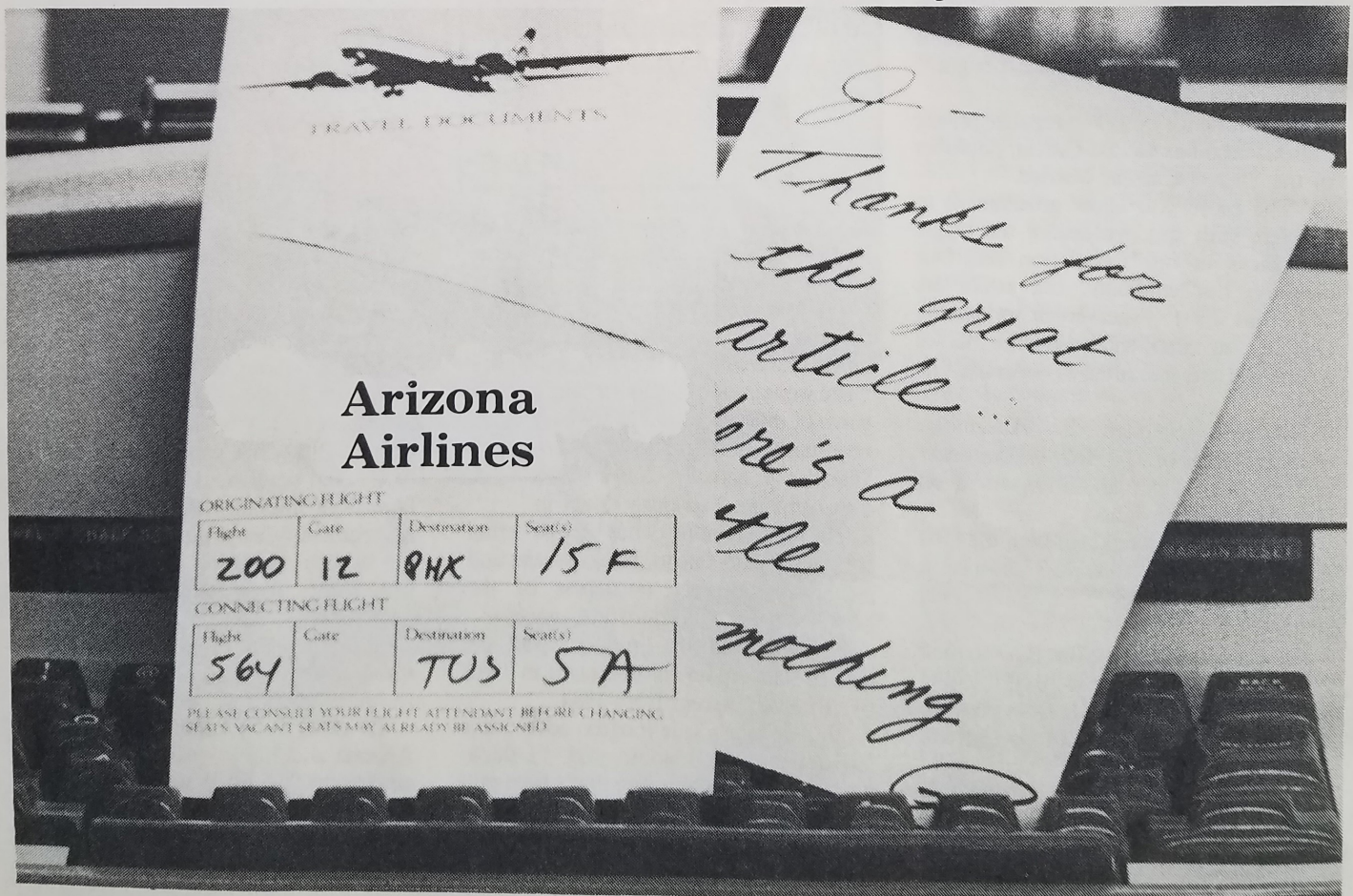
employees, the judgment of the managing editor, the cost of the gift and the appearance of impropriety.

The appearance of impropriety is the key to accepting or declining a freebie, said *Star* Managing Editor Stephen E. Emerine.

"In this business, how things appear to be is as important as how things are. If there is an appearance of a possible conflict then we ought to avoid it," Emerine said.

William R. Shover, director of community services for the *Republic* and *Gazette* said, "The public holds us up so that we have to be models."

Appearance played a role several years ago when the *Republic* and *Gazette* decided to pay for the office space a reporter occupies while covering the legislature.



"We didn't want them to feel we were taking anything that might cost the taxpayers. We certainly don't want to be seen spending the taxpayers' money," said Alan D. Moyer, *Republic* managing editor.

"It isn't what you do that gets you in trouble, it's the appearance that's the problem," he added.

Press box facilities for sporting and other news events are accepted by the four newspapers.

What has yet to appear improper to all the newspapers interviewed is the acceptance of free passes for working reporters covering a newsworthy event. This includes movies, plays, concerts, campaign fundraisers, sports and any other events that charge admission.

"Someone staffing an event is not going there for entertainment," said V. Dale Walton, managing editor of the *Citizen*. The *Citizen* prohibits acceptance of entertainment tickets for a reporter's guests.

"We don't pay our way into the University of Arizona football games or athletic events but everyone understands that we can say what we damn well please," Emerine said.

Whether the tickets are freebies plays no role in determining what the newspaper will cover, Shover insisted. "If it is something we want to send our reporter to, we'll pay our own way."

Emerine agreed: "I would hope that the decision to cover or not to cover is made on the merits of the event."

Questions remain, however, whether coverage could be influenced by free access.

Freebies, such as free travel, require special circumstances for acceptance. The newspapers' general policy is that free trips are prohibited, except when the trip is the only ride to an area, or when the managing editor approves it. A common practice is for newspapers to insist on paying a pro-rata share of travel expenses when a trip is accepted.

No strict policy on free trips exists. Shover said each free trip is looked at on a "case by case" basis.

The *Citizen* has accepted government-sponsored travel and has taken advantage of free travel to television network tours, Walton said. The newspaper rarely does travel stories and trips sponsored by foreign countries are turned down, he

added.

The *Star* pays for its travel expenses to television network promotions.

"We pay our own way and it's damn expensive," Emerine said. Because of the expense, the *Star* will cover less of those events, he added.

To save money on travel stories, the *Star* encourages reporters to combine vacations with travel pieces.

Free trips for television network promotions and travel stories are accepted by the *Republic* and *Gazette*. The *Republic* will report who sponsored the trip in the travel piece, Moyer said.

The *Gazette* has accepted free trips sponsored by foreign countries to cover news events, but columnists have been sent instead of reporters as "a precaution to keep our reporters unfettered," Shover said.

Another precaution to protect the reporter's integrity is to limit the value of

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*"In this business, how things appear to be is as important as how things are. If there is an appearance of a possible conflict then we ought to avoid it."*

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— Stephen E. Emerine

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gifts.

Perishable food items usually work their way through the newspapers' security. Reporters are allowed to accept the occasional meal or drink offered them while working. "We don't embarrass a host by saying, 'here, take this back,'" Moyer said.

"If we insisted on paying for a sandwich where there is no cash register, no nothing, they'd think you were a jerk and you are," he added.

The *Citizen* is the only major newspaper in Arizona that pays for reporters' refreshments at sports events, Walton said.

Restaurant reviewers, on the other hand, are prohibited from accepting a freebie meal. The *Citizen* and *Gazette* do not place reporters' pictures along with reviews. Rotating reviewers and sending them with other people, sometimes more than once, are practiced to ensure a fair review.

Two smaller Arizona newspapers, the *Green Valley News & Sun* and the *Casa Grande Dispatch*, follow a code of ethics similar to the major newspapers.

The *News* operates without a policy book or a formal written policy on freebies, said Jack F. Sharkey, advertising director.

The *News* relies heavily on "common sense" to guide the reporter, Sharkey said. The managing editor decides whether to accept a free trip, based on the newsworthiness of an event, he added.

James W. Fickess, managing editor of the *Dispatch*, said they put together a "standard type" ethics policy last year. Running the risk of accepting costly freebies is diminished by a deliberate effort to cover only community news, he said.

"Professionalism and finding people you can trust" play a large role in decreasing the chance for impropriety, Fickess added.

Dependence on reporters' professionalism gives credence to the newspapers' ethical codes of conduct. There are no provisions for enforcement. The written codes fail to specify anything but the most obvious impropriety. If there is a question of ethics, the reporter is expected to use good judgment and seek help from the managing editor.

Walton said, "The day in, day out kind of thing is pretty much left to the reporter's judgment. Although, if we would hear of a flagrant situation or anything we thought was flagrant we'd look into it. We don't hear a lot of that kind of thing going on."

Moyer said, "We don't have a policy that says we don't accept anything."

Walton reflected about the freebie situation 20 years ago: "Never during that time was I able to actually put my finger on a lack of objectivity because of it. But I think that sort of thing, left unchecked, could create situations that might effect news coverage."

Two axioms ring through when examining the newspapers policies on freebies; "If it works don't mess with it," and "Never say never."

H.L. Mencken was described as a "reporter who couldn't be bought" with "nostrils very finely tuned for corruption." Now, as in the past, the responsibility of journalistic integrity is put on the shoulders of the everyday reporter.

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***The Pretentious Idea***

A review of Arizona journalism

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